



## *The Percent Club Company Results*

*All companies are listed alphabetically and the written information  
has been submitted by said company*

### **3I plc**

Cash: £647,433

Time: £20,000

Gifts: £5,000

Management Costs: £ 70,000

**Total Reported Investments: £742,433**

**0.68% of pre-tax profits**

**INSTEAD** Trust for European Management Education. Business Dynamics.

### **3M UK plc**

Cash: £ 301,159

Time: £ 48,700

Gifts: £ 148,923

Management Costs: £115,239

**Total Reported Investments: £ 614,021**

**0.98% of pre-tax profits**

**Earthwatch Fellowship Programme** -the 3M Environmental Awards Annual sponsorship of 20 teachers to travel overseas and participate in two weeks' international field research. Upon return to the UK their experiences are presented to and discuss with school children in the community.

### **AF Blackmore & Son Ltd**

Cash: £53,420

Time: £ Nil

Gifts: £Nil

Management Costs: £20,670

**Total Reported Investments: £ 74,090**

**1.6% of pre-tax profits**

The majority of donations are made to assist fundraising by a large variety of causes that are local community based.

The company specialises in assisting these causes because it has such strong links with local communities through its trading operations.

### **Adnams plc**

Cash: £31,500

Time: £1,825

Gifts: £ 1,110

Management Costs: £2,000

**Total Reported Investments: £ 36,435**

**1.18% of pre-tax profits**

Adnams Charity helps in two towns with serious social & deprivation problems. As well as helping with several small initiatives the Adnams Charity has helped the Leiston High School to achieve Specialist technology college status.

The school raised £100,000 of which Adnams provided £4,000.

In an even more deprived area of Kirkley in Lowestoft, the Adnams Charity made a grant of £3,500 to the Kirkley High School who were bidding for technology status in sport. This has now been achieved.

### **Allen & Overy**

Cash: £214,302

Time: £6,404,944

Gifts: Nil

Management Costs: Nil

**Total Reported Investments: £6,619,246**

**1.00% of pre tax profits**

### **Battersea Legal Advice Centre**

Over the years, A&O has developed a strong relationship with the Wardsworth & Merton Law Centre. As part of its service, the Law Centre operates evening advice surgeries in Battersea. The Tuesday evening surgery is run by over 100 volunteers from A & O both qualified & trainee solicitors.

### **Reading Scheme.**

Our involvement in the reading scheme at St John's primary school, Tower Hamlets is now in its third year. Initially, a group of 10 volunteers visited the school once a week to read with children who did not have a reading partner at home. The idea behind the scheme was to help with literacy and confidence with reading. Due to its success, we have extended it to three sessions per week and in 2001, about 130 members of staff were involved.

### **Amersham plc**

Cash: £184,370

Time: £80,360

Gifts: £7,900

Management Cost: £14,000

**Total Reported Investments: £286,630**

**2% of pre-tax profits**

Amersham's SET to Help schools support scheme has been running in south Buckinghamshire for over 5 years. The Scheme now embraces around 30 primary schools, linking these to the company's resources and staff who provide expertise to teachers in science and technology. The company maintains a wide range of resources and specialised equipment which is loaned to schools to help in their teaching of science curriculum that otherwise most would not be able to afford or justify owning for irregular use.

Amersham revitalised its Give As You Earn (GAYE) programme during 2001. (not included in the PerCent Club Index). The impetus came from the great success of the year 2000 'Final Hour' appeal and the company now operates a new GAYE scheme for its staff promoting it and paying the administration costs of this.

### **AMP**

Cash: £668,431.

Time: £24,531

Gifts: £ 89,148.

Management Costs: £159,083

**Total Reported Investments: £ 941,193**

**N/a of pre-tax profits**

AMP Kids Club Programme supports out-of school kids clubs in partnership with the national childcare charity- Kids Club Network. AMP is investing over £2m to create more than 7,200 safe places for children in, out of school kids clubs across the UK. In addition to providing the clubs with grants of £5,000.00 to fund play workers, AMP also provides each club with branded work wear for all staff, and printed literature.

The AMP Employee Community Support Programme (ECSP) supports the voluntary efforts of its employees. If an employee volunteers over 80 hours a year to a local group or charity they can apply for a grant of up to £300 to meet a specific need for that organisation. Alternatively, if an employee is personally fundraising they can apply for their fundraising to be matched up to £300. Local publicity is done on all applications received generating media coverage for AMP.

### **Anglia Television**

Cash: £10,814

Time: £89,700

Gifts: £ 2,008,350.

Management Costs: £32,300

**Total Reported Investments: £ 2,141,164**

**9% of pre-tax profits**

#### **Campaigns:**

Anglia TV partnered more than 40 local authorities and environmental bodies to raise awareness of waste issues and promote composting as a way of reducing household rubbish. More than 31,000 information packs were distributed.

A campaign encouraging adults across the region to take up learning opportunities including basic skills and leisure, issued more than 1,500 information packs listing local course providers

A Winter Warmer campaign offering information about energy efficiency grants, free room thermometers and general advice aimed at the vulnerable and fuel poor, attracted 3,000 responses

#### **Community Programming**

Hundreds of viewers requested further information following a documentary on Carers made by Anglia's community programme unit, and there was another big response to a programme dealing with Debt.

### **Anglian Water**

Cash: £1,600,000

Time: £154,000

Gifts: nil

Management Costs: £55,000

**Total Reported Investments: £ 1,809,000**

**1.2% of pre-tax profits**

No community programmes reported.

### Anglo American plc-

Cash: £13,931,034

Time: £68,965

Gifts: Nil

Management Costs: £68,965

**Total Reported Investments: £14,068,964**

**0.6% of pre-tax profits** (US\$ reporting company conversion rate used =1.45.)

Support for Millennium Seed Bank initiative. This aims to preserve the seeds of at least 10% of the world's seed-bearing flora. Anglo will provide financial support over 10 years together with registered support in Africa.

Finance for the construction of a new chemical engineering building in the university of Cape Town.

### Aviva

Cash: £4,541,365

Time: £19,465

Gifts: £163,312

Management Costs: £403,149

**Total Reported Investments: £5,127,291**

**0.99% of pre-tax profits against a global community investment figure**

### UK Athletics

Norwich Union provides headline sponsorship of the major domestic televised meetings, sponsorship of the GB Senior Team and title sponsorship of the GB junior and under 23 Teams, relay teams plus the UK junior competition.

### Norwich Union Cricket League.

Norwich Union UK is the event sponsor of the Norwich Union League. Our sponsorship incorporates Inter-cricket a grassroots programme that bridges development needs between Kwik cricket and hard ball cricket, with the aim of encouraging more youngsters to take up the sport.

### Community Investment in the UK

2002 will be an exciting year for Norwich Union as we are currently seeking a major community initiative which will help us strengthen our corporate profile in the UK and enable us to become a brand that is synonymous with commitment to its communities.

In 2001, our community support in the UK focused on seven key communities where there are main offices. Norwich, York, Perth, Sheffield, Stevenage, Worthing and Eastleigh activities are chosen to fit with our brand theme of “ Together we’re stronger”

## **BAA**

Cash: £1,500,000

Time: £250,000

Gifts: £ 250,000

Management Costs: £750,000

**Total Reported Investments: £2,750,000**

**051% of pre-tax profits**

Green Corridors -an organisation dedicated to improving the environment of the major roads and motorways in and around the Heathrow area by, planting trees and installing sculptures. BAA provides office facilities and financial support. Other partners include the National Trust, local authorities, the Single Regeneration Budget and lottery money is also available. New Addington Education Action Zone - a project to raise education standards in an area of social deprivation and under achievement. Partners include local colleges, the local authority and other private sector businesses in the area.

## **Barclays**

Cash: £24,814,000

Time: £1,267,173

Gifts: £ 111,920

Management Costs: £2,725,000

**Total Reported Investments: £ 28,918,093**

**1% of pre-tax profits**

Barclays Sitesavers became one of our core community investment areas in response to a 1999 MORI poll, which found that 71% of respondents believed that derelict land reduces the quality of life.

The initiative is managed by GroundWork, a leading environmental charity in partnership with the BTCV and the Wildlife Trusts and provides funds to transform derelict and under-used land into new community recreational & leisure facilities.

Since 1996 Barclays Sitesavers has enabled over 30,000 people to design, create manage and enjoy the improved landscapes.

For the last 5 years over 1 million people of all ages and backgrounds have seen top quality theatre through Barclays Stage Partners in partnership with the Arts Council of England, Wales and Scotland.

Building on this success, in 2001 we launched our new two-year programme, *Invest and Inspire* focusing on aiding inclusion and wider enjoyment with the National Theatre, British Museum, National Gallery and Tate Britain.

### **Bayer plc**

Cash: £350,000

Time: nil

Gifts: £ 28,000.

Management Costs: £22,000

**Total Reported Investments: £ 400,000**

**2.45% of pre-tax profits**

£300,000 cash boost for Dublin's National Centre for Hereditary Coagulation . Open by the Irish Health Minister. Treatment suites, children's area plus research facilities for haemophilia an important therapeutic area for Bayer.

Science for life (£50K) 6<sup>th</sup> form science related website to support teachers into a new curriculum- based resource launched September 2001, being used by students nationally.

### **Beacon Press Limited**

Cash: £200

Time: £2,450

Gifts: £ 29,255

Management Costs: nil

**Total Reported Investments: £31,905.00**

**18.7% of pre-tax profits**

No community programmes reported

### **BG International Ltd**

Cash: £1,787,986 plus contractual contribution of £4670,812.

Time: £53,045

Gifts: £189,331.

Management Costs: £168,570

**Total Reported Investments: £ 6,869,744**

**0.9% of pre-tax profits**

BG Science Buses in Trinidad & Tobago and Tunisia. The gas- powered buses provide mobile classrooms and learning experience to primary and secondary school students.

The Trinidad & Tobago science bus had visited all the schools on Trinidad's north coast by July 2001 and is now in Tobago.

BG Chair in Environmental Technology provides MBA's in environmental engineering to improve Kazakhstan ecology. Leverage of £500,000 from others sponsors. The BG Chair holds 30% of all EU funding granted to Kazakhstan.



### **BHP Billiton Plc**

Cash: £22,422,899

Time: nil

Gifts: £ 2,259,197

Management Costs: £3,145,946

**Total Reported Investments: £ 27,828,042**

**1.4% of pre-tax profits (based on a rolling three year average)**

#### Malaria Control Program in Mozambique

BHP Billiton's Mozal aluminium smelter in southern Mozambique is located in an area where malaria has been a long time cause of illness and death. In collaboration with the governments of Mozambique, Swaziland and South Africa, and with the backing of the World Health Organisation, the company has played a key role in establishing a regional malaria control program.

#### Partnerships in Education (PEN) Schools Project, Kwa-Zulu Natal , South Africa

Raising the standard of education was identified as a priority need in the region around our Hillside & Bay-side aluminium smelters. The PEN School Project was developed with the Zululand Chamber of Business Foundation and the Kwa-Zulu Natal department of Education in collaboration with non-government organisations, universities and community representatives. The project is presently providing 39 schools in disadvantaged areas with 'whole school development ' assistance over a 12 year period.

### **British Nuclear Fuels plc**

Cash: £4,200,000.

Time: £780,300

Gifts: £94,000.

Management Costs: £204,500

**Total Reported Investments: £4,576,800**

No percentage figure reported.

The Whitehaven Community Trust , part of the Community Action Network(CAN) established the first CAN Healthy Living Centre outside London and through BNFL's support some £450K, levered the following money.

£981,978 New Opportunities Fund for extension of the project

£20,000 from TargIT Small Grants Scheme for UK on line centres on behalf of the DSES

£2,450 from North Cumbria Health Action Zone via Cumbria County Council for pilot study to provide complementary therapies free of charge for patients with stress and stress related illnesses who could not afford such treatments.

They have obtained a PC with internet access for one year via BT community Connections

The Senhouse Centre has provided £50,00 worth of free room hire enabling £26,00's worth of free complementary therapies and access to other activities for socially excluded members of the community.

To date 13 people have set up businesses within the Centre with a further 11 being helped to maintain existing ventures. Around 300 people use the facility regularly

### **BOC Group**

Cash: £945,000

Time: nil

Gifts: nil

Management Costs: £55,000

**Total Reported Investments: £1,000,000**

**0.97% of pre-tax profits**

The BOC Foundation for the environment- has supported more than 100 projects since its inception in 1990, focusing on waste management, water quality and pollution control. Combined aggregate funding from BOC and partners now exceeds £10.5. Foundation projects have led to numerous de-polluting, habitat-invigorating and community-involving schemes to improve the local quality of life. Many of the schemes supported are then cascaded to others that might benefit from new designs, innovations or methodologies.

We have been placing increasing emphasis on GAYE (Give As You Earn) and matched giving. In 2001 BOC donated more than £178,000 through the Charities Aid Foundation to match employee beneficence. This has grown in importance because we believe it enables us to support our local communities. We will continue to support those charities that employees feel closest to and where they believe we can make the biggest difference.

### **Boots Company plc**

Cash: £2,130,576

Time: £507,255

Gifts: £1,998,379

Management Costs: 370,133

**Total Reported Investments: £5,006,343**

**0.78% of pre-tax profits**

Recycling Project -the project receives stock from Boots businesses for use by community groups. Last year, the cost value of these in-kind donations totalled over £1.4 million. 1,102 merchandise donations were made to charitable and voluntary groups, mainly in Nottinghamshire to support their core activities.

In addition 2,111 local charities receive a Boots tombola bag, a sack of small prizes to support their fundraising activities. This activity provided fundraising leverage of £316,000

Boots Books for Babies. -in a joint initiative between Nottinghamshire county Council, Nottingham City Council, Boots and Health Visitors, encouraging parents to share books with their babies from an early age. Free book packs were supplied to over 80 health centres for giving out to babies' at they seven to nine month hearing checks.

The project was launched in October 1998 and by March 2001 10,000 babies had been given book packs.

### **Bradford & Bingley Building Society**

Cash: £1,133,491

Time: £245,350

Gifts: £52,200

Management Costs: £157,764

**Total Reported Investments: £1,588,805**

**0.63% of pre-tax profits**

Main sponsor of Shelter-line, Shelter 24 hour free-phone help-line. This is Bradford & Bingley largest sponsorship, worth £500,000 over 3 years. The sponsorship is very closely aligned to our main area of CSR support –preventing and alleviating the cause of homelessness.

### **British Airways**

Cash: £1,047,482

Time: £2,019,380

Gifts: £1,246,270

Management Costs: £609,316

**Total Reported Investments: £4,922,331**

**3% of pre-tax profits**

No community programmes reported.

### **British Land Company plc**

Cash: £670,000

Time: £44,000

Gifts: £42,000

Management Costs: £97,000

**Total Reported Investments: £ 853,000**

**0.5% of pre tax profits**

No community programmes reported

### **British Sky Broadcasting**

Cash: £1,797,420

Time: £64,580

Gifts: £2,000

Management Costs: £314,316

**Total Reported Investments: £2,178,316**

**-9.86% of pre-tax losses.**

Reach for the Sky- The 'On-Tour' vehicle travels around the country, stopping in locations throughout the UK providing hundreds of young people with the opportunity to try their hand at activities based on journalism, entertainment and sport, Sky's main discipline. In the process they are brought face to face with issues as deadlines, teamwork and decision making. Reach for the Sky Live - a series of two day residential workshops which runs through the summer. Picking up where 'On Tour' left off, is more career-focused, providing young people with advice and information at a time when they are making key decisions about their future.

### **BT**

Cash: £18,055,505

Time: £1,639,736

Gifts: £6,750,904

Management Costs: £3,150,276

**Total Reported Investments: £ 29,596,421**

**1% of pre-tax profits**

No community programmes reported

### **BUPA**

Cash: £4,671,622

Time: £100,000

Gifts: £70,000

Management Costs: £250,000

**Total Reported Investments: £5,091,622**

**5.63% of pre-tax profits**

BUPA Cares Challenge programme at key city locations which bring together people from the different parts of BUPA. The programme engages people in high impact projects and develops long term community partnerships.

BUPA Book Buddies is a national reading support programme targeting 500 BUPA volunteers. The scheme is a gateway for closer community links and support education in some of the most deprived areas.

### **Buy As You View**

Cash: £390,621

Time: nil

Gifts: £7,261.

Management Costs: £33,084

**Total Reported Investments: £430,966**

**8.90% of pre-tax profits**

Our target market is based in lower income sector communities where resources for health, education, crime prevention and sporting facilities are stretched and in recent years we have rationed our areas of community investment to selectively support projects associated with these areas.

Two of our main community affairs programmes supporting health and education are summarised below:-Education- The Buy As You View challenge is an innovation Easter revision week programme for borderline D?C grade GCSE students. Its aim is to improve education levels by helping them achieve a C grade or above in the core national curriculum subjects through a week of extra , free intensive tuition at universities and colleges throughout South Wales.

With match funding from ELWA, the challenge has significantly improve GCSE results over the past 6 years with an excess of 20,000 children measurable benefiting. Last year 63% of the 4023 participating students achieved C grades or above in their revision week subjects, whilst 64% achieved C gardes in 5 or more of their GCSE subjects.

### **HEALTH**

Since 1998 our support of the Tenovus Cancer Information Centre (TCIC) in Wales along with match funding form the Tenovus Organisation has enabled the charity to recruit 7 Oncology Nurse Specialists and 4 members of the Social Work Team to assist in hospitals and in the community throughout South Wales.

### **CALOR GAS**

Cash £240,00

Staff Time: £60,00

Gifts in kind: nil

Management Time:nil

Total Contribution: £300,00

1% of pre tax profits

Village of the Year, sponsorship ,involving counties throughout England & Wales promoting and enhancing quality to rural life. A new category this year of IT commitment.

### **Cable & Wireless**

Cash £5,300,000

Time: nil

Gifts: nil.

Management Costs: nil

**Total Reported Investments: £5,300,000**

**N/a of pre-tax profits**

Inspiring safe use of the Internet – Partnership with Childnet International

Now in their 5<sup>th</sup> year, the Cable & Wireless Childnet awards are run as a partnership between Cable & Wireless and the children's internet charity, Childnet International. The international awards promote positive and safe use of the internet by young people teachers and schools across the world. The award aim is to:

Highlight and reward innovation ICT projects which benefit young people.

Encourage those with limited resource to extend what they are doing.

To inspire the communications and IT industry to develop child-friendly initiatives.

To promote safe use of the Internet amongst young people.

Partnership with Telecoms sans Frontiers. -Cable & Wireless has recently begun working in partnership with the French based humanitarian relief agency Telecoms sans Frontiers (TSF). TSF provides emergency communications assistance in disaster areas – supporting local & international relief agencies as well as the local population. Support from Cable & Wireless has enabled TSF to purchase satellite-based communications equipment and train volunteers and team members to utilise the equipment to great effect. TSF's recent mission to Northern Syria delivered critical communications technology to relief agencies and local people suffering from the collapse of the Zeyzoun dam.

### **Cadbury Schweppes**

Cash: £1,094,262

Time: £236,525

Gifts: £227,548

Management Costs: £262,925

**Total Reported Investments: £1,821,260**

**2.00% of pre-tax profits**

Enterprise in Schools- Cadbury Schweppes is the key corporate sponsor of the young Enterprise Primary Programme as part of our 'Enterprise in School' initiative. The programme promotes citizenship and key skills, along with an understanding of business and the world of work, to children ages 4 to 11. Our employees are engaging in volunteering activities in support of the programme, for example delivering the lessons in schools, in Birmingham, Sheffield, Maple Cross and Hackney.

Education Action Zones- We support seven Zones nationally, at a regional level, we work to raise levels of achievement in schools, targeting areas of social exclusion, has led to our support for a number of Education Action Zones:-North East Sheffield, Wakefield & Birmingham

### **Camelot**

Cash: £3,371,329

Time: £211,126

Gifts: £32,308

Management Costs: £183,686

**Total Reported Investments: £3,798,449**

**6.58% of pre-tax profits**

Supporting Communities – CitizensConnection.net. In partnership with Common Purpose and NMEC, the CitizensConnection.net website was launched in October 2000. The website encourages active citizenship, gives advice and case studies on active campaigning, opens up a forum for visitors to share information, raise topics and create debate. In the first year the website had over 659,000 hits.

Developing Skills – reading Clubs 2000. In partnership with education extra and the Daily Mail, 100 reading clubs were set up in UK secondary schools to tackle the loss of reading ability children experience in the transfer from primary to secondary education. Over 3,000 pupils were involved with the clubs with average of 2,320 pupils attending each week. The result showed that on a average club members reading ability increased by 11 months with a significant number of pupils making impressive progress with improvement of up to 4 years.

### **Carillion plc**

Cash: £237,228

Time: £172,504

Gifts: £68,000

Management Costs: £39,438

**Total Reported Investments: £517,170**

**Greater than 1% of pre-tax profits**

Contribution to the Balsall Heath Community & Corporate sponsorship of The Wildlife Trusts.

### **Centrica plc**

Cash: £4,026,849

Time: £64,934

Gifts: £128,215.

Management Costs: £402,390

**Total Reported Investments: £4,622,388**

**0.76% of pre-tax profits**

At Centrica we believe that playing an active role in local communities is an essential part of being a good corporate citizen. With millions of customers, our activities touch virtually every village, town, and city in Great Britain. Our 30,000 employees live in many hundreds of local communities and work from around 100 offices, call centres and workshop. Over and above the impact of our day to day operations, we seek to address issues of wider social concern

relevant to our business. We focus our resources where we can make an effective contribution and support our employees in their own volunteer activity where possible.

Current priorities include: Support for older and customers with disabilities and their carers.

Energy efficiency and fuel poverty.

Support for charities and local voluntary groups, primarily through the support encouragement we offer employees.

Education- Support for motor related charities such as the Motorists Benevolent Fund (BEN) and the National Air Ambulance.

### **CITROEN UK Limited**

CASH £107,352

Time: £1,582

Gifts: £26,020

Management Costs: £5,500

Total Investment: £140,454

0.26% of pre-tax profits

BEN- Motorists Benevolent Fund. -One of the many ways in which Citroen UK supports BEN is through a donation per registration so that BEN benefits on a pro-rata basis as business improves. The money is used to assist past and present employees in the automobile and related industries through welfare services and residential care homes throughout the UK. Staff who also contribute through payroll giving, feel that the company is supporting via BEN all employees in the automobile industry and that BEN is available to provided assistance should they need it.

### **Close Invoice Finance Limited**

Cash: £11,250

Time: £10,750

Gifts: £16,800

Management Costs: £16,275

**Total Reported Investments: £55,075**

**Not reported. % of pre-tax profits**



### **Coca-Cola Bottlers (Ulster) Ltd**

Cash: £142,996

Time: Nil

Gifts: £35,000.

Management Costs: £15,000

**Total Reported Investments: £192,996**

**3.7% of pre-tax profits**

The Coca-Cola Mencap Appeal is a 3 year campaign in support of the work of Mencap in Northern Ireland. The campaign has included a wide range of events and initiatives involving customers, suppliers, consumers and the community at large. This campaign has won a NICVA link award and the Nestle social commitment award at the food industry awards.

### **Coca-Cola Great Britain & Ireland**

Cash: £599,908

Time: nil

Gifts: £42,818

Management Costs: £51,418

**Total Reported Investments: £694,144**

**Over 1% of pre-tax profits**

VALUED YOUTH -Coca-Cola Great Britain aims to help young people to unlock their potential and has committed to supporting the development and expansion of the Coca-Cola Valued Youth programme across the country over the next year years. The initiative offers young people the opportunity to develop their self-esteem and improve their skills while helping others. Disaffected secondary school students act as tutors to small groups of primary children, under the guidance of the class-room teacher, on a regular basis over the course of a year.

ENVIRONMENT -The Coca-Cola company aims to protect, preserve and enhance the environment. In GB Coca Cola has been active over many years in tackling litter abatement, recycling and environment education. By supporting the following initiatives in 2001 Coca Cola Great Britain hopes to make a difference to young people and their local communities and build positive associations for the Company

Tidy Britain group people and places programme – a package of surveys ,programmes and campaigns that is tailor made to solve local environmental problems in both the public and private sectors.

### **Co-operative Bank**

Cash: £2,113,220

Time: £628,335

Gifts: Nil

Management Costs: £631,875

**Total Reported Investments: £3,373,430**

**3.1% of pre-tax profits**

Wetlands: the bank and the Royal Society for the Protection of Birds (RSPB) have raised £1,510,638 for Britain's threatened wetlands over three years (1999-2001). The RSPB receives £18 for every account opened and a further £2.50 if the card is still being used 6 months later.

### **The Co-operative Group**

Cash: £761,583

Time: £410,778

Gifts: £564,185

Management Costs: £706,426

**Total Reported Investments: £2,442,973**

**3.88% of pre-tax profits**

Community Dividend -across the country, thousand of clubs, community groups and self help organisations of all kinds are benefiting from the Co-operative Community Dividend Scheme. Over £2.5 million has already been raised for all kinds of community projects. Every card holder has the option to donate the 'odd pence' from their twice yearly dividend payment into the scheme. The scheme has a committee who are democratically elected and are responsible for awarding grants of between £100 to £5000. In 2001 over 800 local community groups benefited with an average award of £750.00.

### **Compass Group**

Cash: £433,000

Time: £110,000

Gifts: £170,000

Management Costs: £361,000

**Total Reported Investments: £1,074,000**

**0.7% of pre-tax profits**

Wythenshawe Education Action Zone - Partnership with WYEAZ in Manchester regarding social exclusion whereby Compass Group provides education & mentoring input and work experience and social opportunities Won the UK & Global community judging awards first prize in 2001. Very tangible results measure in school truancy rates, unemployment statistics, crime rates etc.

Compass & UNISON (the trade union) - teaching English to foreign nationals to provide equal career opportunities, facilitate better professional & social interaction amongst these employees at work and help develop the quality of life.

### **James Cropper plc**

Cash: £14,000

Time: £2,500

Gifts: £8,000

Management Costs: Nil

**Total Reported Investments: £24,500**

**4.2% of pre-tax profits**

No community programmes reported.

### **Cummins Engine Company**

Cash: £81,882.86

Time: £141,086.56

Gifts: £3,000

Management Costs: £55,795.92

**Total Reported Investments: £281,765.34**

**5.6% of pre-tax profits**

Developing youth education, helping the underprivileged and supporting the disadvantages are values strongly held by Cummins.

### **Deloitte & Touche**

Cash: £250,000

Time: £368,662

Gifts: £610,000

Management Costs: £225,580

**Total Reported Investments: £1,454,242**

**More than 1% of pre-tax profits**

E Skills4industry: a community employability initiative to provide young people from disadvantaged communities who are at risk of unemployment with the training, qualifications and skills to secure entry level jobs in IT. A public/private partnership led by Deloitte & Touche with HSBC, Morgan Stanley, News International, Vodafone & SHL Group and co-funded by London East LSC.

Community Mentoring Programmes: more than 250 employees across 19 UK offices participating in secondary school student mentoring and Princes Trust business mentoring projects.

### **The Derbyshire Building Society**

Cash: £291,000

Time: £10,500

Gifts: Nil

Management Costs: £294,000

**Total Reported Investments: £595,500**

**5.8% of pre-tax profits**

#### **Winning with Integrity**

The Derbyshire has always been committed to working with the community it serves. Indeed our community involvement is an important element's of our overall business strategy. As a mutual the funds at our disposal are owned by our members, and they are entitled to expect us to spend them wisely. With this is mind, we believe that invested time and resource in our communities creates opportunities of a 'win,win' situations. ie. Community and voluntary sector groups gain from, the skills from our employees, contact with the business sector, provision of resources, funding.

#### **Shirebrook Community Partnership**

The Shirebrook Community Partnership was formed in 1999 out of concern for the needs of local people suffering the worse effects of the pit closures. The Partnership is a representative body made up of local residents, community groups, local business, councillors, and elderly, the disabled and representative of young people, education, health and religious bodies

The group aims are to achieve the follow, create one place for all the potential regeneration funding streams to be directed therefore increasing the likelihood of the bid being successful.

### **De La RUE PLC**

Cash: £132,500

Time: nil

Gifts: nil

Management Costs: nil

**Total Reported Investments: £132,500**

**1.28% of pre-tax profits**

The Motivation Charitable Trust (Sri Lanka)

Cambridge Mongolian Disaster Appeal

### Deutsche Bank

Cash: £2,786,353

Time: £119,080

Gifts: £18,662

Management Costs: £300,000

**Total Reported Investments: £3,224,095**

**Percentage not stated.**

### Deutsche Bank e-business programme

Key partner organisation -businessdynamics

INPUTS-Financial contribution for 2001- £114,875, paid staff time- £8,400, In kind resources-£8.65, management costs,£5,000.

No OF EMPLOYEES INVOLVED-70 (part work time, part own time)

LEVERAGE, £88,570-No OF PEOPLE INVOLVED 1000

### e business Challenge:

A nation wide online competition for students who have previously taken part in an Understanding Industry/ business dynamics programme. The competition runs from September 2001-January 2002. Students must devise an online business and produce a PowerPoint presentation that outlines the essential parts of their business, showing the business planning that will make their business successful.

### Deutsche Telekom

Cash: £1,695

Time: £280

Gifts: £1,000

Management Costs: £6,829

**Total Reported Investments: £9,804**

**1.49% of pre-tax profits**

### **DHL Worldwide Express**

Cash: £75,000

Time: nil

Gifts: £119,500

Management Costs: £20,000

**Total Reported Investments: £214,500**

**2.5% of pre-tax profits**

### **The DHL Challenge for Childline**

Challenge for ChildLine is DHL's flagship national employee fundraising campaign. Launched in 2001 after a year of consultation with staff of all levels throughout the company, it is a programme designed by employees for employees and is an invaluable way of both enhancing and exploiting the sense of unity and common purpose which exists among DHL's 47 UK offices. Commitment to the campaign goes right to the top of the company –the official launch involved Managing Director, David Coles, embarking on a week-long 3,000 mile tour of the UK collecting fundraising pledges from every DHL office. The results speak for themselves: -Compared to DHL's previous national campaign, participation doubled (from 50% to 100% of UK sites) and the amount raised by staff increased by over 600% (from £8,000 to £51,500). The company pledged at the start of the campaign to match every penny raised. The final donation to ChildLine at the end of 2001 was £103,317.48, enabling ChildLine to counsel 3,229 children whose calls for help would otherwise go unanswered.

### **Diageo plc**

Cash: £16,700,000

Time: £400,000

Gifts: £1,000,000

Management Costs: £1,700,000

**Total Reported Investments: £19,800,000**

**1% of pre-tax profits**

Tomorrow's People -one of Diageo's flagship programmes, from a small charity set up and run by Diageo. It has become a national force for tackling unemployment, with a reputation for excellence. Since 1981 the programme has helped over 350,000 people obtain jobs. The programme is in partnership with public sector agencies and over 50,000 employers, including Diageo. Tomorrow's People helps unemployed people prepare for and find jobs. The charity does most of its work the heart of the community – in libraries, community centres and even a London Mosque, often in the most deprived areas of the country.

Getting London Working, one of Tomorrow's People successful projects is a £6.1 million, seven-year scheme involving Diageo and operating in partnership with 15 other public, private and voluntary sector organisations to defeat chronic unemployment in some of the hardest hit areas of London.

In its first full year, the project has worked with 425 businesses, created over 20 new jobs, provided support to over 500 unemployed people, helping 227 move into employment and a

further 87 people on to training. Of those who started work between January and March 2000, 80% were still in work or had not returned to the register 12 months later.

### **Dixons Group plc**

Cash: £996,041

Time: £70,000

Gifts: £10,000

Management Costs: £120,000

**Total Reported Investments: £1,196,041**

**0.4% of pre-tax profits**

Ink for IT - PC World- cause related marketing scheme, which has donated £100,000 worth of vouchers to schools since its launch in July 2000. Schools are asked to collect recyclable inkjet cartridges in return for points, which are given back in vouchers.

Dixons Group Health Matters Campaign- raised £245,000 since September 2001.

Charity of the year type approach in aid of a consortium of health related charities. fund raising includes recycling campaign, pin badge sales and staff fundraising . Continuing until March 2003. The partnership includes staff involvement, disability awareness training. cause related marketing and raising awareness of health issues amongst staff.

### **EMI**

Cash: £446,552

Time: £88,498

Gifts: £85,330

Management Costs: £35,232

**Total Reported Investments: £655,611**

**1.5% of pre-tax profits**

The Music Sound Foundation (MSF)

Established in 1997 to mark the centenary of EMI records, MFS is an independent charity whose aim is to improve music education. In its first four years, MSF had made donations of over £1 million to schools and individuals- thus helping to realise the aspirations of the musicians and music teachers of tomorrow.

Support of Business Action on Homelessness- through its ready for work project. Virgin records ,provisions of work placements mentoring and training has had clear community and internal benefits. We are also trying to leverage our support by getting other companies within our industry on board.

### **Ethical Investors UK Ltd**

Cash: £40,000

Time: Nil

Gifts: Nil

Management Costs: Nil

**Total Reported Investments: £40,000**

**57% of pre-tax profits**

Sanitation/ Health project in partnership with Water Aid

Acquisition and protection Patagonian Steppe in partnership with the World Land Trust

### **Exel**

Cash: £1,450,000

Time: £37,000

Gifts: £86,000

Management Costs: £174,000

**Total Reported Investments: £1,747,000**

**0.94% of pre-tax profits**

Exel, a global leader in supply chain management, believes strongly in the importance of being a good corporate citizen in every country in which it operates.

During 2001, we established a Corporate Social Responsibility (CSR) Committee which is responsible for reviewing and co-ordinating Exel's strategies and policies on a wide range of community, employment, ethical and environmental issues.

Understanding that education and development of young people is instrumental to the future of society, we have been supporting initiatives in that field through partners such as:

The Princess Royal Trust for Carers

Young carers projects

The Prince's Trust

xl clubs - after schools clubs

Crime Concern

Three Bike Clubs in the west Midlands

Motability

Exel young disabled drivers scholarship

Link Community Development

Linking schools and Exel sites in the UK with schools and Exel sites in Africa

Outward Bound

providing self-development opportunities for disadvantaged young people



### **FA Premier League**

Cash: £14,725,000

Time: £140,000

Gifts: Nil

Management Costs: £5,000

**Total Reported Investments: £14,870,000**

**N/a as a of pre-tax profits**

The Football Foundation -The FA Premier League has helped to establish and support a new charity, the Football Foundation. The FA Premier League, together with The Football Association, Government and Sport England, has delivered this multi-million pound investment for grass roots football.

The FA Premier League pledged an initial investment of £7 million to the Football Foundation. They will also contribute a percentage of the new collective broadcasting deal. £10 million worth of projects are therefore underway with a further £16 million under consideration.

With this support the Football Foundation will provide sporting facilities and promote education by:

- Putting in place a new generation of modern football facilities in parks, local leagues and schools
- Providing capital and revenue support for grass roots football

### **Financial Services Authority**

Cash: £12,000

Time: £111,998

Gifts: £33,460

Management Costs: £73,000

**Total Reported Investments: £230,458**

**2.4% of pre-tax profits**

Tower Hamlets Education Business Partnership -We have been commended for a partnership with Blessed John Rouché School who believe we have been instrumental in improving their Key stage 3 SAT's results in 2001. We have also taken part in many other schemes with this broker - which has helped Tower hamlets become the most improved borough in education.

Our volunteering staff and their managers have gained in terms of morale and development.

East London Business Alliance. - ELBA have helped us to provided managerial development schemes through employee volunteering. This has not only provided practical strategic development for our staff, but has also enabled them to interact with our consumers-regulatory staff often feel distanced form.

Our employees have gained their skills and experience to numerous local charities in this way, resulting in huge advances in their management processes and impact on the local community.

### **First Trust Bank**

Cash: £674,000

Time: £127,000

Gifts: £154,000

Management Costs: £50,000

**Total Reported Investments: £1,005,000**

No pre-tax profit figure given

Better Ireland Awards -First Trust Bank encourages community-based groups to apply for grant-aid to support ongoing community projects and initiatives. The scheme allows each project to define its needs and outline the project, which helps ensure direct improvements in local areas.

Third-Level Education -Supporting ongoing education is a strong ingredient in our sponsorship programme. In 2001 the type of projects supported in this field were:-

The Queen's University Chair of innovation

Queen's University Graduates/Student of the Year.

University of Ulster Graduation Literature

### **Ford Motor Company Limited**

Cash: £1,360,300

Time: £108,000

Gifts: £170,300

Management Costs: £188,900

**Total Reported Investments: £18,827,500**

**Pre-tax loss**

Engineering Education Outreach Programme

Dagenham regeneration including the partnership establishment of the centre of excellence for Manufacturing and Engineering.

### **Foster Wheeler Energy Limited**

Cash: £90,337

Time: £11,440

Gifts: £5,400

Management Costs: Nil

**Total Reported Investments: £107,177**

**1.5% of pre-tax profits**

Berkshire Community Foundation - reaches grass roots organisation that have no access to major funding in Berkshire

## **Friends Provident**

Cash: £480,402

Time: £39,000

Gifts: £3,000

Management Costs: £70,000

**Total Reported Investments: £592,402**

**0.15% of pre-tax profits**

### Volunteer Reading Scheme (VRS)

The VRS is an exciting initiative which gives Friends Provident staff the opportunity to help improve the reading and social skills of primary school children.

The scheme now operates at 10 primary schools, which are local to FP's four main sites. We currently have around 150 trained staff volunteers.

Each Volunteer is matched with several children and meets with them for an hour each week (50% in the volunteer's time/50% in company time)

The school choose the children who take part-usually those who are slower than their peers and who the teacher feels could benefit from receiving regular one to one support from an interested adult

### Business Incentive Scheme (BIS)

The BIS is a long term partnership between Friends Provident and Barnardo's to benefit schools and colleges throughout the UK.

Aimed at year 10 students and above the scheme is designed to give young people a unique insight into running their own business whilst offering multiple links into the curriculum (GNVQ Business Studies/GCSE/A level/Key Skills etc)

The BIS runs for two school terms (Autumn and Spring) . Each school or college is invited to enter one or two teams of students and loaned £120 as business start up capital.

Each team or 'company' is set the challenge of making £500 profit. If they achieve this target, the school will receive 25% of the total profit. the remainder goes to Barnardo's.

In the 2000-2001 academic year, the BIS raised over £75,000 for Barnardo's and a further £15,000 for participating schools.

### **Michael Gerson Limited**

Cash: £30,000

Time: £5,900

Gifts: £11,400

Management Costs: £1,400

**Total Reported Investments: £48,700**

**Percentage not reported.**

### **GKN plc**

Cash: £712,737

Time: £200,000

Gifts: £10,000

Management Costs: £20,000

**Total Reported Investments: £942,737**

**Percentage not reported.**

### **GlaxoSmithKline (global investment)**

Cash: £25,555,000

Time: N/a

Gifts: £46,457,000

Management Costs: £3,337,000

**Total Reported Investments: £75,349,000**

**1.22% of pre-tax profits**

### **GLAXOSMITHKLINE AND THE GLOBAL ALLIANCE TO ELIMINATE LYMPHATIC FILARIASIS.**

In December 1997, GSK formed collaboration with the World Health Organisation (WHO) to spearhead efforts to eliminate LF. GSK would donate albendazole, one of the three essential anti-parasitic drugs, for as long as necessary until the disease was eliminated. Best estimates put the total scale of this commitment at round six billion treatments, a commitment that was described by The Financial Times as "the biggest single act of corporate philanthropy in any industry". Since then the programme has evolved into a major public-private partnership known as the Global Alliance to Eliminate Lymphatic Filariasis. In addition to donating free albendazole tablets. GSK provides significant financial support for coalition building, workshops and communications, and dedicated GSK staff expertise.

WHO recommends that LF infection can be prevented by treating entire endemic communities once a year with two co-administered antiparasitic drugs. In African countries the drugs are albendazole and Mectizan® (ivermectin, donated by Merck & Co. Inc) and for the rest of the world, albendazole and diethylcarbamazine (DEC, a generic drug). The community treatments must be repeated each year for four to six years until the parasite dies out. Interrupting transmission of LF means reaching even the most secluded rural communities or

overcrowded urban shanty dwellings, and ensuring that people actually take the tablets. As a result, the LF programme is also helping to build primary healthcare infrastructure at the country level. Early indications are that the programme can integrate well with some other disease control efforts such as malaria bed nets, school de-worming, river blindness prevention and schistosomiasis treatment. For centuries LF was a neglected

### **H&P Campbell Ltd**

Cash: £2,525

Time: £4,680

Gifts: £348

Management Costs: £11,840

**Total Reported Investments: £19,393**

**1.61% of pre-tax profits**

H&P Campbell Ltd, despite its comparatively modest size has been an active supporter of national Construction Week (an initiative designed to promote the image of the construction Industry) Since its conception 4 years ago.

Normally the company tries to facilitate a site visit for a school, close to one of its sites. Last year however we put our usual offer of support into the CITB but unfortunately there were no takers from schools in any of the areas that we were working in.

By pure coincidence whilst searching for a project to do we received a mailing from the Newry Volunteering Bureau. Scanning down through the list our attention was drawn to a project requiring “A wheelchair accessible sensory garden with raised beds”. We knew that they had quite a few bits and pieces in the yard –mostly surplus brick, pavior and other materials that were of no real commercial value but could be usefully deployed in such a project. There weren’t really huge amounts of any one sort and the projects they’d originally been brought for were long since completed.

We telephoned Margaret McShane, Manager at Needham House one of Newry & Mourne Trust’s residential facilities for Adults with learning difficulties and offered to supply the materials. On the labour front we also suggested she contact Pat Phillips at Newry Training Centre to see if they could supply the staff needed to build the requisite brick piers. We also pointed out that National Construction Week was about to happen and that perhaps that could be used as a carrot to encourage the Training Centre. In the event the Training Centre did’ nt need that much encouragement as they immediately saw that the project would be of benefit to their apprentices.

Margaret, was delighted with the garden and says “ Forget Charlie Dimmock and her pals Alan Titchmarsh and Tommy Walsh we’ve got our own Ground force Team right here in Newry. We’ve always wanted a sensory garden at Needham House and now thanks to employees and staff at H&P Campbell Ltd, apprentice bricklayers & staff from Newry Training Centre and a few other local generous supporters...PPO Hire, Smiths Concrete Products, Sludge Clearance and Turley Brothers we’ve got one.

Eamon Murphy on the staff at the house adds.” It’s been very cleverly designed and allows for full wheelchair access around all the new raised flower & plant beds. The new design now means that all our residents can make fuller use of the back garden.”

## Happy Computers Ltd

Cash: £1,520

Time: £6,958

Gifts: £1,293

Management Costs:nil

**Total Reported Investments: £8,278**

**25% of pre-tax profits**

Transformation Project -we wanted to work with the unemployed homeless in Central London improving their IT skills. However we recognised that in direct training with the client group our work would have a limited impact, and we were not expert in the needs of this group.

We therefore developed partnerships with the organisations working with homeless unemployed. They were experienced with the needs of the homeless. We developed a 20 day programme to leave them:-

Certified to the highest level of training skills (the TAP certification of the Institute of IT Training, achieved by less than 20% of IT trainers in the UK)

Certified by Microsoft to the MOUS standard in their software skills.

The aim was that homeless unemployed in central London should receive the same quality of training as a city executive. The 20- day programme was delivered free of charge. In addition the trainers were given a free licence to copy and use Happy Computer training material as much as they needed.

No direct business benefits were planned into the programme. However two key ones have resulted:-

The partnership established in the transformation project have brought permanent benefit and resulted in over £50,000 of new business – as we have partnered for public sector grants aimed at excluded communities.

The 20-day programme was so successful that it has since become a standard Happy Computers product and has so far generated £25,000 of income.

Free Manuals for schools- any teacher or student in the state school system can download comprehensive software manuals from the Happy computers web-site and photocopy them as often as they like at no cost.

This idea came from analysing how our skills and resources could be leveraged. These are the same manuals that we use in our training courses. By putting them on the web site we make them available at minimum costs to ourselves. Feedback we have received indicate that they are of considerable benefit to teachers and save them considerable amounts of time and money.

Over 3,000 organisations download the manuals in the first year (not all from the UK). It has also brought business benefits, several educational organisations who have bought our online training product commented they first came across Happy Computers through our manuals.

### **IBM Limited (global investment)**

Cash: not available as a separate figure

Time: not available as a separate figure

Gifts: not available as a separate figure

Management Costs: not available as a separate figure

**Total Reported Investments: £87,586,206**

**1.6% of pre-tax profits**

Reinventing Education -the UK project, being delivered in partnership with the Department for Education & skills seeks to assist Beacon schools and their partners to work together to develop and improve upon effective practices, codify them so that they can be readily understood and replicated in new environments and, also to identify models of effective dissemination strategies. The project uses a specially developed, web site based software platform to facilitate on-line collaboration. Currently some 64 schools across England are involved in the project, including 16 schools recently recruited who are focusing on key stage 3 Literacy, one of the governments main education targets for improvement

This programme contributes to IBM being able to recruit from a wider pool of well-educated trained young people, and creation of a better environment in which IBM can do business. It also provides reference material, which supports our Education business within IBM.

Kidsmart -IBM is working in partnership with NFP organisation 'Early education' to deliver the Kidsmart programme including provision of training for nursery staff and LEA Early Years Advisors. An initial evaluation suggests that the programme is already having a significant impact upon children's ICT skills, on nursery school staff confidence and skills and upon schools ICT policies. To date 125 'Young Explore' units have been installed in nurseries in 16 local authority areas, again in areas of significant disadvantage.

### **ICI plc - global investment**

Cash: £3,200,000

Time: n/a

Gifts: n/a

Management Costs: n/a

**Total Reported Investments: £3,200,000**

**0.8% of pre-tax profits**

ICI 200 corporate centre employees organised a number of fundraising activities on company premises and raised £15,000 for Community Links, a charity serving London's East End.

Thirty-one of our employees then spent a day using donated ICI Dulux paint to redecorate Community Links Youth Centre.

ICI Paints in Thailand spent several days using donated Dulux paint to refurbish an entire orphanage.

### **Innogy**

Cash: £2,151,186

Time: n/a

Gifts: n/a

Management Costs:n/a

**Total Reported Investments: £2,151,186**

**0.71% of pre-tax profits**

Innogy gave £10,000 to The Prospect Hospice which helps those people with life threatening illness. The donation was given towards the running costs of the hospice, which the administrators always find difficult to raise through donations as so many companies prefer to give to a specific project or to buy something tangible. A number of staff already raise funds independently for the hospice and the company was keen to support a local initiative which already captures staff enthusiasm. We have encouraged staff to volunteer for this, or other local charities by offering limited time off work and unlimited use of company facilities such as photocopiers, paper etc.

Innogy subsidiary, National Windpower, funded high tech computers and IT packages worth £60,000 for 19 schools near St Columb in Cornwall (close to our Bears Down Wind farm). Schools additionally receive £1,000 per year to cover internet costs during the 20 year lifetime of the wind farm. Schools also received two days of energy efficiency training as part of the £30,000 scheme funded by the wind farm and Cornwall Energy Efficiency Advice Centre.

### **Jaguar Cars Ltd**

Cash: £363,500

Time: £313,500

Gifts: £340,500

Management Costs:£205,500

**Total Reported Investments: £1,223,000**

**PerCentage not reported**

Education Business Partnership Centres, funding via SRB, raising standards in education and awareness of Campaign to Promote Engineering.

Education Action Zone, support to regeneration of action zone and leadership of business forum.

Both schemes involve employees actively involved in Community Involvement in local community.



### **Jones Lang Lasalle Limited**

Cash: £60,000

Time: £20,000

Gifts: £30,000

Management Costs: £5,000

**Total Reported Investments: £115,000**

**1.0% of pre-tax profits**

Support for Look Ahead Housing & Care -

Support through 'gifts in kind', commercial advice for fundraising and an annual initiative to provide Christmas Gifts (contributed and wrapped by our staff) to London's homeless at Look Ahead Housing & Care.

Membership of ProHelp -Chairman of London ProHelp .Volunteers provide surveying and property related legal advice to a number of community projects in 2001.

### **Johnson Matthey plc**

Cash: £301,000

Time: £5,000

Gifts: £51,000

Management Costs: £20,000

**Total Reported Investments: £377,000**

**0.80% of pre-tax profits**

Johnson Matthey has a well established Charity of the year programme which acts as a focus for both corporate support and staff fundraising initiatives.

Operations take an active part in the communities in which they are based. Examples range from support for local schools and church projects in the UK to environmental awareness projects in Mexico and Argentina. Also support for business initiative in South Africa- both local to our manufacturing plant in Germiston and National, via long term support for SABI.

### **Kellogg's**

Cash: £618,282

Time: £251,521

Gifts: £23,951

Management Costs: £24,800

**Total Reported Investments: £918,554**

**0.92% of pre-tax profits**

Community Donations Fund - targets small amounts of cash to local grass roots organisation. No application form is needed – just a simple letter. A decision is made within a few weeks. The fund is focused on grass roots activity and funding things that would not otherwise happen.

In 2001 total spend on these donations was £32,173.00. 114 were donations given at an average of £282 –98% was spent within 10 miles of our site in Manchester and Wrexham.

It provides quick money to good local causes, levers in at least as much again. Enhances our reputation for local commitment, gives us profile in the locality and demonstrates our real understanding of the needs of small voluntary and charitable organisations.

Breakfast Clubs 2<sup>nd</sup> year of a 3 year partnership with the Charity Education Extra and the New Policy Institute supported by the DfES. In 2001 Kellogg's invested 55K which went as Awards to schools to help them set up or improve Breakfast Clubs. 58 awards were made throughout the UK. The partnership also funded a "How to " guide which contains everything schools need to know about setting up a breakfast club. 919 guides down-loaded in 2001. Provides cash and information to schools nationally and gives Kellogg's an appropriate and responsible profile in schools and with the DfES

### **Kettle Foods Ltd**

Cash: £39,300

Time: £2,000

Gifts: £3,100

Management Costs:£37,000

**Total Reported Investments: £81,400**

**1.15% of pre-tax profits**

### Schools Programme

Tag Rugby Training and Tournaments

Early years Music programme (Leveraged £18K from NFYM)

City of Norwich School Technical College I am writing to thank you for your decision and generous support in becoming one of this year's sponsors of School outings and celebrations

Theatre Arts Course

Sponsored ' Reading at Home Bags '

Reading Partners participation

St Michael's Cottage Crafts ( local charity)

New sales outlets negotiated for their craft products

New Trustee found for the charity

£30,000 of trust Funds secured over the next 5 years.

Equipment purchased.

### Education Action Zones

We support seven Zones nationally , at a regional level, we work to raise levels of achievement in schools, targeting areas of social exclusion, has led to our support for a number of Education Action Zones:- North East Sheffield, Wakefield & Birmingham.

## KPMG

Cash: £2,300,000

Time: £1,100,000

Gifts: n/a

Management Costs:£900,000

**Total Reported Investments: £4,300,000**

**3.8% of pre-tax profits**

NUMBER PARTNERS - This programme was developed to support the work that schools are already doing through the National Numeracy Strategy and the National Curriculum. KPMG is one of the founding partners of the consortium, which includes a range of organisations from business to voluntary sector groups. KPMG have already established two schemes in London involving 14 of our volunteers, with plans to extend to Birmingham and Leeds in 2002

Pupils taking part in the programme are more willing to answer questions in lessons and show increased confidence in their knowledge and use of number facts and calculations.

What makes the scheme so exciting is the range of organisations involved, which gives it great depth of experience and breadth of reach.

As well as benefiting the children there is enormous potential gain for participating organisations, both for the volunteers and for the companies, who will be able to forge closer links with their communities.

PARTNERS IN LEADERSHIP -This programme has grown from a KPMG programme to now having 800-1000 organisations and 3000-4000 schools taking part. We currently have over 100 KPMG volunteers nationally who support this programme.

Provides volunteer mentors with the opportunity to gain satisfaction from their involvement and a unique insight into today's education environment, and practical experience of working with organisations with complex business issues that are subject to public accountability, financial constraints and which are under pressure to improve performance.

Head-teachers report greater confidence and success with budgeting and management processes. They quote examples of specific decisions taken with the help of their PiL partner. The head-teachers have the opportunity to gain a better understanding of the business world, which they can then share with pupils and staff.

### **John Laing plc**

Cash: £844,675

Time: not measured

Gifts: not measured

Management Costs:£98,000

**Total Reported Investments: £942,675**

**16.5% of pre-tax profits**

SPLAAT Man video & web Site. This programme is designed to prevent younger children playing on construction sites. The programme has been running for ten years and the content has recently been revised and now includes access to the materials for children and teachers through a web site ([www.splaatman.com](http://www.splaatman.com)) . The programme allows each site to approach their local school in a proactive way. There is a three year plan which includes a partnership with an environment charity to improve the school grounds.

Support for Homlessness organisations has been a top priority for Laing. The most successful partnership has been the support for the National Day Centre project (NDP). NDP provides guidance and best practice advice to the smaller organisations that provide daytime services to homelessness people. Now in its 7<sup>th</sup> year of support the highlight is the annual Skills Fair which brings together front line staff in an intensive 3 day learning experience. Laing provide leadership through the chairmanship of the NDP Strategy Group as well as physical support with its membership of CRASH, the construction and property industry charity for the single homeless.

### **LE Group**

Cash: £1,027,752

Time: £224,280

Gifts: £318,643

Management Costs:£163,094

**Total Reported Investments: £1,733,769**

**1.56% of pre-tax profits**

Community Programmes to follow.

### **Leeds United Football Club**

Cash: £436,673

Time: £73,000

Gifts: £154,198

Management Costs:£329,402

**Total Reported Investments: £993,273**

**1.56% of pre-tax profits**

Community Programmes to follow.

### **Legal & General Group plc**

Cash: £1,670,000

Time: £35,000

Gifts: £52,000

Management Costs: £161,000

**Total Reported Investments: £1,918,000**

**3.1% of pre-tax profits, on Achieved Profit basis (£62million)**

As part of our on-going commitment to the Princess Royal Trust for carers (PRTC) a team from Legal & General helped the charity to re-launch their interactive web-site, specially for carers. The web-site is a source of information and advice but also provides a forum for discussion between carers, whose commitment to looking after their loved ones can leave them feeling isolated.

Through our work with PRTC, Legal & General has developed a greater understanding of the issues faced by charities and a broader awareness of how we, as a business can provide assistance. the project involved a number of carers from legal & general and had a positive effect on employee morale, particularly at our Kingswood office in Surrey, where much of the work was performed. We also featured on the PRTC web-site as main sponsor, with a link to the Legal & General web-site.

### **Lloyds TSB Group plc**

Cash: £34,400,000

Combined Staff Time, Gifts and Management Costs= £6,000,000

**Total Reported Investments: £40,400,000**

**1.1% of pre-tax profits**

### Portsmouth Area Regeneration Trust (PART)

Financial exclusion- the lack of access to mainstream financial services - is a real and growing problem in Portsmouth and people affected are from the most disadvantages groups in society such as people on low incomes, the unemployed, people in debt, single parents and the elderly. Without access to mainstream sources of finance they can become caught in a spiral of poverty.

PART is an initiative which provides a range of accessible and affordable loans to people who are financially excluded.

It was set up by a partnership between Lloyds TSB, Salford University and Portsmouth Housing Association. By providing people with a springboard of micro- credit ( a couple of hundred pounds for example to a buy a suit to go to a job interview , or to buy equipment to run a mobile hairdressing business). PART can help people to organise their finances better and reserve the spiral of debt, as well as helping fledgling businesses to move forward.

#### Community benefits:

- Since its launch in July 2000, PART has provided 448 loans to the value of £255,000.
- PART has helped 39 people to return to work and prevented 60 from getting further into debt.

- Seven people have taken out loans to fund training to help them to return to work and PART has helped to fund 30 micro-enterprises.

PART has also leveraged further resources to cover its overheads and build up its capital lending base to enable it to become self-sustaining after six years, including:

- Over £1m from the Single Regeneration Budget.
- £300,000 from the Phoenix Fund

#### Quality in Education

Quality in education is a programme to introduce a process for self -assessment and continuous improvements in schools, based on the EFQM Excellence Model. We are currently working with 60 partners and have delivered training and resources to, around 4,000 schools.

#### Community benefits:

- Research for the cabinet Office in 2000 showed that the Excellence Model has played a significant part in improving management and target -setting activity in the public sector at all levels including schools.
- Quantitative research with the pilot 200 schools showed that 65 % said that Quality in education was playing an active part in the planning and work of the school and 35 % said that it was influencing their thinking within the school.
- A number of schools with whom we have worked, or which have adopted Quality in education through one of our delivery partners, have gone on to win awards.

#### **Londonderry Port & Harbour**

Cash: £9,000

Time: £2,270

Gifts: £1,500

Management Costs: N/a

**Total Reported Investments: £12,770**

**2.4% of pre-tax profits**

Sponsorship of Derby Youth Choir -This was a 3year programme from 1999-2001 for a total of £12,000. This sponsorship enabled the choir to become established and provide time to seek a long-term source of funding.

## **Linklaters & Alliance**

Cash: £800,000

Time: £725,000

Gifts: £17,000

Management Costs: £90,000

**Total Reported Investments: £1,632,000**

**1.0% of pre-tax profits**

### Thomas Fairchild School - Literacy and Numeracy programmes.

Every week, sixty-three staff from Linklaters go to the Thomas Fairchild School in Hackney at lunchtime to take part in the school's literacy and numeracy programme and to run a chess club. Over the last four years, Linklaters staff have helped the school to significantly increase standards in English and Maths. During this time, due to a huge commitment from teachers and supported by Linklaters staff, the percentage of children achieving key stage 2 has increased by 35% in English and Maths.

The Linklaters scheme complements the school's emphasis on improving literacy and further enhances and raises the status of reading for the children. The children involved in the scheme are excited about reading in a way that is new. Socially, the children have gained through meeting another working adult who is not a teacher or parent and yet takes great interest in their achievements. For some children, this has helped to improve their confidence and behaviour. Parental reaction has been universally positive, they are grateful for the interest being taken in the school and have requested that the scheme be expanded.

"The relationship between the school and Linklaters has enhanced what the school has to offer and thus is of great importance to its development" Alasdair Friend, Headteacher, Thomas Fairchild Primary School.

The relationship Linklaters staff develop with the children at the school is rewarding from a personal perspective and increases their understanding of inner city education issues. Not only does it make a refreshing change from office and legal work, but the soft skills staff develop through this weekly commitment, such as coaching and problem solving, is hugely beneficial to their personal and professional development.

### The Disability Law Service

Linklaters has been supporting the Disability Law Service (DLS) since 1994. Linklaters trainee solicitors run advice sessions at the DLS, providing legal advice, principally over the telephone and answering queries in relation to disability discrimination and employment. Linklaters trainee solicitors are present at the law centre one day per week.

This enables the DLS to support an additional 600-800 disabled people a year. Thus the programme enables the DLS to meet the needs of considerably more disabled people, the presence of Linklaters staff also frees up permanent staff, to take on more long-term case work representation for individual disabled people.

"The calibre of the Linklaters volunteers is so high that training and support requirements from our in-house legal team is minimal. This programme significantly increases our work capacity", Linda Clark, Director, Disability Law Service.

The programme also offers excellent experience to Linklaters trainee solicitors, in terms of direct client contact, problems solving, time and casework management and advocacy experience. It also provides trainees with significant experience in this area of the law. From a personal perspective, they are rewarded by having the opportunity to use their skills to help people who have been discriminated against on the grounds of their disability.

### **Littlewoods**

Cash: £982,150

Time: £186,294

Gifts: £1,218,652

Management Costs: £130,000

**Total Reported Investments: £2,517,096**

**1.7% of pre-tax profits**

Littlewoods support to Red Nose Day 2001 -In 2001. Littlewoods plc worked with Comic Relief as part of it's Red Nose Day 'Pants to Poverty' campaign. Littlewoods was the official Red Nose Day T-shirt retailer, contributing £250,000 in cash and in kind support includes providing 10% of the phone lines to take pledge call on the night and involved 25,000 colleagues in fundraising. The partnership raised colleague morale and motivation and achieved extensive publicity and media coverage of Littlewoods brand.

In addition to the inputs described above Littlewoods support levered over £1million through T-shirt sales, employee fundraising,, and pledges facilitated over telephone lines for Comic Relief.

Littlewoods achieved substantial community outputs with money going to projects in UK and Africa. Comic Relief were delighted to benefit from Littlewoods sourcing and selling the 'Red Nose Day' T-shirt which is an essential element of fundraising and awareness raising for Comic Relief.

We are proud of the impact of Littlewoods involvement in the campaign and have seen the partnership develop from Littlewoods involvement in Red Nose day 1999. As such we already achieving longer-term impacts: community projects had been achieving real benefits for two year in the UK and Africa from the £1 million Littlewoods delivered in the previous campaign.

Participation in Comic Relief 2001 has enabled the long-term business goal of full engagement in cause related marketing to be achieved. Four years into the relationship the wider impact of involvement has developed with community services funded reporting significant improvements in care, and the circumstances of women and girls effected by the genocide in Rwanda improving.

Littlewoods Support to National Museums and Galleries on Merseyside -Littlewoods are the major corporate supporter of National Museums and Galleries on Merseyside having committed £250,000 over two years. Support is focused on the new atrium at Liverpool museum accessed from a new street level entrance into a dramatically re-vitalised museum complex.



Littlwoods support aligns with Liverpool's bid to become Capital of Culture in 2008. In the first decade of the new millennium the social, economic and physical regeneration of Liverpool will be central to all key regeneration policy initiatives in the city.

### **MARSHALL GROUP OF COMPANIES**

Cash Support: £93,967

Staff Time: £263,932

Gifts in kind: £7,500

Management Cost: £1,500

**Total Reported Investment: £366,899**

**3.25% of pre tax profits**

The Company is an avid supporter of the Air Training Corps, both at national and local level, having helped with the formation of No 104 (City of Cambridge) Squadron in 1939, the Company has supported this Squadron on an unbroken basis ever since. Typically, the Squadron has a membership of around seventy 14-17 year olds in which it instils qualities of leadership, citizenship and self-confidence, through its programme of adventurous training, sport and other activities. The Squadron cadets make a major impact in the community and they help with a wide range of community activities thus bringing credit to themselves and to the Company. The programme also provides an enthusiasm for Engineering amongst Air Training Corps cadets. Many of who join the Company as apprentices or trainees.

The Company is a major investor in local schools in the community. Principally, initiatives revolve around helping to improve standards of knowledge if Science Technology, Engineering and Mathematics. Through direct sponsorship, of two schools and having dedicated members of staff working with a number of others, including a Governors, the Company is able to enthuse young people about the importance of engineering in the UK and the local economies. In turn, this generates large numbers of young people who seek to read Engineering at University or join the Company as trainees. However, more importantly, the Company is able through its Schools Community Programme, to instil the importance of good citizenship in young people and to encourage a sense of pride and partnership in the community.

### **McDonalds**

Cash: £920,421

Time: £200,000

Gifts: £nil

Management Costs:£598,560

**Total Reported Investments: £1,718,981**

**1.22% of pre-tax profits**

Community programmes not reported.

### **Bernard Matthews Ltd**

Cash: £398,445

Time: £10,000

Gifts: £3,000.

Management Costs: £10,000

**Total Reported Investments: £421,445**

**1.22% of pre-tax profits**

A wide range of small organisations including, local churches, village halls and playgroups benefit from both financial contributions and turkey vouchers. Assistance was also provided to the local "We Care" 2000 appeal.

Youth Activities - both financial and human resources are directed into this important area. The company is a charter member of the Duke of Edinburgh Award Scheme and has supported the Scheme for many years. Others schemes supported include the Princes Youth Trust, Young Enterprise and the Outward Bound Trust. In 2000 Fakenham High School was helped with obtaining technology college status.

Arts -In addition to the Tate in East Anglia, assistance has been given to a number of arts festivals, museums and various exhibitions , in particular the bi-centennial celebration of Norfolk's renowned sailor, Nelson.

East Anglian Community -we continue to support the Caister Lifeboat - an independent voluntary organisation successfully providing rescue to sailors in the treacherous coasts off East Anglia.

### **Maydown Precision Engineering Ltd.**

Cash: £217

Time: £1,092.

Gifts: £nil

Management Costs:£378

**Total Reported Investments: £1,687**

**1.18% of pre-tax profits**

Peter Martin, the Managing Director visits local schools and shows a careers presentation to promote our apprenticeship scheme

A student - Christopher McCloskey, from Belmont House School has learning difficulties. He has a keen interest in engineering, so offering him work experience helped him alot.

## **Marks & Spencer**

Cash: £6,005,000

Time: £400,000

Gifts: £125,000

Management Costs: £540,000

**Total Reported Investments: £7,070,000**

**1.3% of pre-tax profits**

Portrait of a Nation - April 2001 - February 2002 - Marks & Spencer is proud to present a year-long touring exhibition of the Portrait of the Nation. Commissioned by Marks & Spencer and created by leading artist David Mach RA.

Made up of 15 huge panels and measuring 30m long, the Portrait is a giant collage created from more than 250,000 photographs submitted by people across the length and breadth of Britain. These personal photographs of Britain at work rest and play are set against a seamless backdrop of beautiful landscapes, cities, towns, rivers, coastlines, mountains and industrial sites. Described by the artist as an "epic work on the scale of a Cecil B de Mille movie" the Portrait of the Nation is art at its most inspirational and accessible.

During the 12-month tour, Marks & Spencer brought the Portrait of the Nation to you in shopping centres and public spaces around the country. After the tour, the Portrait will be given as a gift to the country and placed on permanent display.

The portrait of the Nation is a celebration of communities throughout the UK at the dawn of the 21st Century and this new initiative for Marks & Spencer is a demonstration of the Company's enduring dedication to its community involvement.

To complement the tour of the Portrait of the Nation, we devised, with the guidance of teachers, a teacher resource pack, which we have offered free to all schools in the country. The pack has been designed to enhance the teaching and learning of several curriculum areas such as Art and Design, History and Citizenship. The pack, which includes A4 reproductions of the 15 panels that form the Portrait, as well as a video of the portrait artist, David Mach RA, working with some schoolchildren.

We are delighted that some 12,000 schools - 40% of all schools in the country - requested a pack, this represents

- 48% of all secondary schools
- 30% of all primary schools
- and 50% of the packs requested have gone to special needs schools
- And some 2000 school children have visited the tour, to date

The comments we have received from teachers have been very encouraging, they include "Keep up the good work and high standards please", 'Excellent pack, Excellent exhibition' and 'Delighted with resource fully intend to use it at the start of next year's GCSE'

Other benefits :-

- Over 1m people have benefited from visiting the exhibition

- Press coverage amounting to £300,000 equivalent advertising value
- Partnership with well-known artist

Working to Improve the Lives of Formerly Homeless People - In July Marks & Spencer successfully completed its first two-week Ready for Work Pilot, supporting BITC's Business Action on Homelessness' initiative, to provide formerly homeless people with work experience.

After many years of supporting charities and voluntary organisations dealing with the issues of homelessness through cash donations we wanted to provide practical support for those actively engaged in finding employment.

It centred on Head Office and one of our London stores. Through a variety of agencies working with formerly homeless people to prepare them for the world of work eight people attended the training day organised jointly by Marks & Spencer and Business in the Community specifically for people wanting to do work experience with us.

#### Benefits of the Placements

- Experience of teamwork in a real working environment
- Raising self esteem and building self confidence
- Workshops
  - CV writing and interviewing skills
  - Basic information technology skills
  - Customer service and communication skills
- Certificate stating that the placement has successfully completed the 2 week work experience, which can be used as a reference for finding full time employment
- A group of committed employees acted as 'buddies' during the two weeks to ensure that the placements were made to feel an integral part of the team or if guidance was needed during their time with the company.

#### Benefits to the Business

- Personal development and team building opportunities for employees
- Increased employee morale
- Opportunity for inter-departmental involvement in corporate social responsibility

We have evaluated the Pilot, and will be rolling out the programme nationally.

There was great commitment from both the placements and from the M&S 'buddies' which resulted in two weeks of hard work, making new friend and taking time out for social activity.

#### Key success factors were :

- Directors' championing of the programme
- Quality of briefing for the on-site mentors
- Use of produce - clothing, fares and lunches for participants
- Help formerly homeless people to prepare for their return to society by engaging in work experience
- A reference from Marks & Spencer on completion of the programme
- Increased opportunities for long-term employment

### **Meridan Boardcasting**

Cash: £32,611

Time: nil

Gifts: nil

Management Costs: £165,539

**Total Reported Investments: £198,150**

**1.2% of pre-tax profits**

No community programmes reported

### **Microsoft**

Cash: £1,814,928

Time: £20,377

Gifts: £1,444,536

Management Costs: £420,230

**Total Reported Investments: £3,700,071**

**9.58% of pre-tax profits**

Age Concern/Microsoft Mobile IT Training Sessions - Age Concern and Microsoft are providing Mobile IT Training Session (MITS) to introduce new technology to older people who would not otherwise have access to it. So far, six projects are under way in Blackburn, Hampshire, North Staffordshire, Okehampton, Hereford and Worcester and Warrington, with outreach to 72 different venues. The project provides permanent IT equipment to 72 locations and each of the six regional offices. It is running in various locations where there is a concentration of older people, such as day centres, residential and care homes, sheltered housing, a dialysis unit and a hospice.

Older people are a part of society in danger of being neglected by the digital revolution, yet they are one of the groups who can stand to benefit most from it. Information Technology enables people to stay in touch with family and friends and be active in society. It can help to address issues of increased isolation and decreased mobility. The community benefit is best illustrated by examples of individuals touched by the project :-

e.g Iris, a resident of Laira Court : Iris has physical difficulties and can't hold a pen, but can manage to type on the keyboard. She is loving every minute of it and confessed that before she had a go on a computer she thought they were dangerous things. Iris is now very keen to start doing E-mails as she has a daughter who lives in Australia. This has opened up a whole new world for her and she seems to be so excited by it all of the time.

From a business perspective, the project has provided good PR returns at a regional and national level for both Age Concern and Microsoft. The association of our two brands comes as a surprise to many - something which has a positive impact by challenging the perceptions of both organisations, older people and IT

#### **1. Microsoft Challengers Trophy Supporting the NSPCC**

The Microsoft Challengers Trophy is a team building event for blue-chip companies. It involves three and a half days and nights with 110 teams going head to head in a variety of disciplines. A key element of the event is fundraising for the event charity. By sponsoring the event Microsoft is able to direct those fundraising efforts to benefit the NSPCC

In addition to the benefit of the funds donated (which amounted to £234K in June 2001) the NSPCC is introduced to many other companies in the UK. And Microsoft is able to promote its relationship with the NSPCC directly to a number of customers and partners. The NSPCC, Microsoft and our relationship is also promoted through the television coverage which the event attracts.

The event also increases our direct staff involvement in the NSPCC relationship, by providing a flagship NSPCC activity. Microsoft enters 4 teams in the event and donates a 5<sup>th</sup> team to the NSPCC. The Microsoft teams then generate further involvement from across the whole company through a variety of team fundraising activities.

### **Moy Park Ltd**

Cash: £24,744

Time: £25,975

Gifts: £220

Management Costs:nil

**Total Reported Investments: £50,939**

**1.64% of pre-tax profits**

Moy Park Limited is proud to share the Co-op Community Awards with its nominated charity, the National Society for the Prevention of Cruelty to Children (NSPCC). This is presented annually to the Northern Ireland food company judged to have made the most effort to put something back into its local community. The judges consider everything the company does to benefit the community from participant in school initiatives to charity fund-raising. A particularly strong feature was a chicken Kiev on-pack promotion that raised funds for the NSPCC. Sir Reg Empey, former Acting First Minister, made the award presentation at a glittering ceremony with guests from leading local manufacturers, suppliers and nationally retailers.

Many employees participate in a draw to raise money for charity. Every 12 weeks, 25% of the pool is awarded in prizes and 75% is donated to Barnados. This raises c £20,000 per year.

## Nestle

Cash: £941,000

Time: nil

Gifts: £133,000

Management Costs:nil

**Total Reported Investments: £1,074,000**

**1.2% of pre-tax profits**

Kids Clubs Network - affordable out of school care for young children - supplemented by more commercial activities not included in costs above, but involving London Mozart Players and Lawn Tennis Association.

Young Enterprise - Support at National, Regional and local levels. Also for their graduate Enterprise Scheme - we help financially plus by provision of facilities for meetings, seminars and finals - costs not included.

## Nike UK Ltd

Cash: £200,000

Time: £9,450

Gifts: £101,000

Management Costs:£40,000

**Total Reported Investments: £350,450**

**0.30% of pre-tax profits**

ZONEPARCS -is a three-year program that NIKE UK has pursued in collaboration with the UK Government. It is both grant making program and product donation. Its overall goal is to create a program that tackles racism, bullying and destructive play (see below for detail) in primary school (age 4-9) playgrounds at break time

It has been developed internally by Nike UK, Nike EMEA (\*Europe, Middle East and Africa), the Nike Foundation, externally by key influencers, opinion formers (Youth Sports Trust - a leading sports and educational charity in the UK and Good business - a local charity\_ and most importantly the UK Government (Department of Education and Skills) Zoneparcs reflects NIKE EMEAs goal of using sport as a catalyst for social cohesion All the schools are based in socially deprived areas and have been pinpointed by the Government for inclusion in the programme. NIKE is working with a leading sports charity in the UK and using the elements of sport to create a new system for developing creative, constructive play in the playground. This programme includes a volunteering and mentoring component as this was found to be important aspect for success. Given that this is a common issue across cultures, there is no reason why schools in other countries could not use the Zoneparcs concept to tackle negative play in the playground.

### The problem

Destructive playtime in School

- 21% of schools feel there has been a decline in behaviour during break time

- 75% of bullying in schools has been found to occur in the playground and is linked to boredom and lack of stimulus on the part of the bullies
- Teachers are concerned about violence, fighting and aggressive rough play by boys in the playground, which causes many behavioural problems
- Children report playtime as the most boring part of the school day

#### The solution

To radically change break-time, promoting positive sporting, physical and entail activities for young people during school lunch and break times

#### How

- By radically changing the environment to be more focused on constructive activities
- By providing the tools for the young people to get involved in the different activities
- By creating a system that enables young people to be in control of and responsible for the things they do and the activities they are involved in
- By creating excitement and inspiration for the whole school to want to change from young people to teachers to lunchtime supervisors

#### How does it work

- Each playground divided into 2 zones eg sports zone for diverse sports activities. Skill Zone for multi-skill activities, involving hand/eye coordination
- Equipment ensures a diverse range of activities. Traditional sports eg football and new activities enabling young people to learn new skills eg parachute net-fling. The range of equipment allows the young people to be creative in the way in which they use it, ensuring that play is not fixed or dictated. Creativity is paramount.
- Token system - each young person purchases a token at the beginning of the year. The token is exchanged for equipment during each playtime. The tokens promote responsibility in the young people to look after tokens and equipment.
- Training materials - eg a comprehensive set of 24 activity cards and 14 fitness cards to guide young people and break supervisors in positive breaktime activities promoting structured sport and play. A comprehensive training manual is provided for breaktime supervisors containing the activity card, helpful hints and tips for making the most of the environment activities and equipment and school-specific information
- Zoneparc Players - young people identified by the school, specially trained to help supervise breaktime Zoneparc activities. Players will help other young people to try new things, link people together and be a 'buddy' to the other young people. Job spec, application and interview procedure provide Zoneparc players with future interview skills.

#### Results

Within two months of the pilot starting it is plain to see that Zoneparcs have revolutionised breaktime and the school as a whole. The school has a completely different atmosphere and the kids have latched onto the program in an incredibly constructive and responsible manner. This program brought inspiration, new skills, responsibility, creativity, purpose, pride, a visual lift to the community. Inspired children, less negative activity (such as racism, bullying, aggression) to the community

#### Reach for Success

It falls under the umbrella of government anti-drugs scheme 'Positive Futures' based in Teeside. It targets young, often excluded people to direct them away from crime and promote



healthy and improved social behaviour. It reaches 2700 young people aged 5-16 all year round.

For further information about REACH FOR SUCCESS please contact Isabel McNulty at Nike UK. [Isabel.McNulty@nike.com](mailto:Isabel.McNulty@nike.com) Tel +44 191 401 6453

### **N M Rothschild & Sons**

Cash: £977,000

Time: nil

Gifts: nil

Management Costs:nil

**Total Reported Investments: £977,000**

**2.56% of pre-tax profits**

Rothschilds has a long established tradition of supporting the communities in which it operates, believing that business can only prosper in a stable, flourishing social environment. Our Charities Committee has been established for the past twenty five years to consider the many requests received from charities seeking financial support and a wide range of organisations benefits each year. Particular emphasis is given to providing regular support to a specific group of charities representing a cross section of organisations ranging from medical research through to armed forces charities looking after ex-servicemen and women. This gives security of funding on which they can rely. In addition, each year, staff select a charity to which special support is given, the current organisation being The Children's Society. Many employees are involved in their local community in their free time and the company actively encourages requests from staff in respect of the charitable causes. Approximately one third of the donations made during the past year were in response to appeals from members of staff. In addition, Rothschilds supports the Payroll Giving Scheme.

### **Northern Foods**

Cash: £445,000

Time: £13,000

Gifts: £15,000

Management Costs:£27,000

**Total Reported Investments: £500,000**

**0.5% of pre-tax profits**

Young Potential in Nottingham -support for a charity working with disadvantaged or socially excluded young people.

London Project Market Drayton -a charity working with people with learning difficulties.

One of our graduates carried out a 2 week secondment with London (All our graduates get this opportunity to volunteer)

### **Norwich and Peterborough Building Society**

Cash: £141,391

Time: £15,000

Gifts: nil

Management Costs:nil

**Total Reported Investments: £977,000**

**2.56.7% of pre-tax profits**

No community programmes reported.

### **Northern Rock**

Cash: £14,800,000

Time: nil

Gifts: nil

Management Costs:nil

**Total Reported Investments: £14,800,000**

**5.07% of pre-tax profits**

Northern Rock plc donates 5% of pre-tax profits directly to Northern Rock Foundation.

This is a flagship project in itself. Acknowledged by The Guardian report on Corporate Philanthropy as "an innovative grant maker funding causes that many companies would deem too unpopular or risky"

Winner of the Grant Making category of the Charity Finance Charity Awards 2002 which celebrates excellence in Charity Management

Northern Rock Corporate Charity 2002 is Leonard Cheshire, the leading charity provider for disabled people

A NR fundraising steering team of 17 staff contribute to the success of the project and have produced imaginative, fun and lucrative methods for staff to participate in fundraising, including, cycle riding, fun days and concert/football ticket raffles.

The Annual Leonard Cheshire Kielder Challenge Weekend in November is spent with Leonard Cheshire residents and Northern Rock staff.

### **Northumbrian Water**

Cash: £1,114,000

Time: £46,000

Gifts: £8,000

Management Costs: £229,000

**Total Reported Investments: £1,397,000**

**1.32% of pre-tax profits**

Leonard Cheshire Challenge -Foot and mouth had a devastating effect on rural communities, including the Calvert Trust, which offers activity holidays for people with disabilities at Kielder Water. Northumbrian Water funded a challenge to enable the Leonard Cheshire Homes to send a group to the Trust and also provided ten volunteers for 3 days to help those participating.

Square Mile Competition -Launched in September to encourage teams of children aged between 11 and 17 years to improve the environment within one square mile of where they live or work. Improvement can be social or environmental and usually attracts 600-800 children from a variety of areas and backgrounds. Participation now counts towards community service section of Duke of Edinburgh's Award (leverage) and other organisations such as Transco and Tyne Tees Television are involved as partners. Support from all partners involves cash and volunteering.

### **NRG Group Ltd**

Cash: £5,000

Time: nil

Gifts: £36,500

Management Costs: £11,000

**Total Reported Investments: £52,500**

**3.35% of pre-tax profits**

No community programmes reported

## Orange

Cash: £956,342

Time: £133,893

Gifts: £52,800

Management Costs: £232,055

**Total Reported Investments: £1,375,090**

Percentage not reported

### St George Community College -

#### Business Benefits -

- To develop core competencies of employees in conjunction with Orange's personal development programme, MAX
- To attract and retain employees
- To create a dialogue with national and local opinion formers

#### Community Benefits

- To strengthen Oranges reputation in the local and wider community
- To help young people prepare for employment
- To develop pupil interpersonal and communication skills
- To support management and leadership in schools

### Orange Prize for Fiction Libraries Education Project - Chatterbooks

#### Business Benefits

- To build on brand equity Orange has in the field of literature
- To promote the Orange Prize for Fiction to a wider audience
- To gain endorsement from a government department

#### Community Benefits

- To provide a formal structure for the facilitation of children's reading groups in libraries nation wide
- To promote and encourage wider reading and discussion of books by children
- To build sustainable community partnerships with local communities

### St George Community College

When Orange teamed up with St George Community School in Bristol, we became one of the first businesses to join the government's New Deal for Communities. This scheme is leading the government's approach to community regeneration.

St George's three-year partnership with Orange aims to give pupils a practical insight into how a business works, and how they can contribute their skills to its success. It helps pupils develop their own communication and life skills, and will even give teachers the support of an Orange mentor. Volunteers come from our Customer Relations, Engineering and

In 2001 Orange arranged 6 sessions for students to visit Orange HQ in Bristol. Over the year over 160 pupils benefited from works hops on Orange and its business, practical work shops on how to apply for a job and interview techniques. Afternoons were spent work shadowing Orange employees to gain practical experience.

### **Oscar Faber**

Cash: £45,595

Time: £9,000

Gifts: nil

Management Costs: £6,500

**Total Reported Investments: £61,095**

**1.36% of pre-tax profits**

Oscar Faber is one of the founder members of the recently formed NSPCC Hertfordshire Business Group. It is a collection of local businesses that have come together to help raise funds for NSPCC projects. The group aims to provide a network of corporate supporters from a variety of sectors who use their different skills and own networks to help stage and manage successful fundraising events for the NSPCC

We have been running a successful "School Links Project" whereby we support schools across the country, local to our offices. We assist them in ways as diverse as:-

Staff going into schools to work with pupils on projects

Careers advice in engineering, work experience, advice on writing CVs and job applications.

Hints on interview techniques, engineering in action - practical, interesting demonstrations of engineering relevant to the national curriculum eg the Rapid Response engineering challenge.

Pro-bono advice on relevant professional issues, financial donations to support school project, supply or loan of equipment to support school projects, support of Industry Days, support during National Construction Week and National Science Week.

### **Pearson**

Cash: £2,398,595

Time: £118,447

Gifts: £668,559

Management Costs: £168,359

**Total Reported Investments: £3,353,960**

**1.15% of pre-tax profits**

Jumpstart - In 2001 we made \$2.5 million, three year commitment to Jumpstart, a non profit organisation which recruits college students to work one-to-one with disadvantaged pre-school children. The aim is that Pearson sponsors Jumpstart alumni to become full time early education teachers. The Pearson Teacher Fellows receive stipends, training and mentoring from senior Pearson executives. We are also supporting Jumpstart with reading books. Education technology and volunteers, who may paint a classroom, tidy up a playground or read a story to a class).

In 2001 we launched our pilot with two teacher fellows with the intention of rolling out the full programme in the Autumn of 2002 with up to 50 Pearson Teacher Fellows.

Similar programmes to the above will be developed in the UK and other countries where Pearson has a presence.

## **PricewaterhouseCoopers**

Cash: £1,357,820

Time: £1,479,515

Gifts: £13,430

Management Costs: £263,906

**Total Reported Investments: £3,114,671**

**1.15% of pre-tax profits**

### Princes Trust Business Support Initiative (1Kby2K)

Through a comprehensive support package over three years, including finance and sharing of our people's skills, PricewaterhouseCoopers has been assisting The Prince's Trust to expand its business start-up programme into new areas of social exclusion.

1Kby2K was set up as our millennium project tackling social and economic exclusion by supporting 1000 disadvantaged young people, between the ages of 18 and 30 from rural and inner city areas, helping them out of the poverty and unemployment trap by enabling them to establish their own businesses.

We have provided funding to The Trust for the salaries, for two years, of 15 Outreach managers who are operating at grassroots level within deprived communities, identifying young people who might benefit from Prince's Trust support.

Our staff have raised money to provide the start-up capital for the businesses and shared their skills and business experience by becoming volunteer mentors to some of the young people funded into business.

Southwark Regeneration -work in Southwark is designed to reach deep into the heart of a community undergoing a prolonged period of strategic regeneration. It addresses key areas of need based on a first-hand understanding of the social and economic issues facing the community.

The initiatives all inter-related and inter-link into one cohesive programme through which we aim to have a positive impact on the confidence and self-esteem of the community as a whole.

Our priorities have been, and continue to be, a desire to make a difference in relation to three key areas of need:

- Social inclusion
- Raising educational achievement and curriculum enhancement
- Addressing employability issues in relation to disadvantaged young people

Examples include partnerships with: Shakespeare's Education and the annual, Our Theatre project with Southwark schools. North Southwark Education Action Zone (EAZ); Aylwin Girls School and Geoffrey Chaucer Technology College (mentoring programme for Year 10 students). Southwark Police Karrot project; Prince's Trust Volunteers skills development programme for disadvantaged 16-25 year olds; Common Purpose Your Turn citizenship programme; and Southwark Education Business Alliance.

### **Proctor and Gamble**

Cash: £4,975,991

Time: £118,955

Gifts: £434,686

Management Costs:£132,772

**Total Reported Investments: £5,662,404**

**4.60% of pre-tax profits**

No community programmes reported.

### **Prudential**

Cash: £736,079

Time: £122,740

Gifts: £126,074

Management Costs:£1,038,652

**Total Reported Investments: £2,023,545**

**0.58% of pre-tax profits**

### **Richer Sounds**

Cash: £184,366

Time: £24,900

Gifts: £2,000

Management Costs:£18,000

**Total Reported Investments: £229,266**

**6.00% of pre-tax profits**

Tapesense -this is a service providing subsidised tapes, batteries, headphones and accessories to visually impaired people in the UK. This not only provides a valuable resource for VIPs but makes excellent usage of the corporate resources we have available to us.

On the Right Track -this is a project to provide information to the newly or recently arrived Homeless people in London. A number of computer terminals are located at mainline stations around the capita, and even after 4 years the project is being gradually expanded.

### **Reuters (global figures)**

Cash: £6,400,000

Time: nil

Gifts: £13,700,000

Management Costs: £nil

**Total Reported Investments: £21,100,000**

**12.7% of pre-tax profits**

Reuters AlertNet, the internet-based service for international disaster relief, was relaunched during 2000 with the assistance of seven major technology partners. By the end of 2000 AlertNet had 140 aid agency members in 28 countries., Reuters AID fund the AlertNet International Disasters fund, was set up to provide fast, targeted cash grants for disaster relief.

Study & Training programmes for journalists mainly from the developing world and central/eastern Europe : 23 courses were held in 13 countries including Mexico where courses were held for the first time. A new course was designed for Post Conflict Reporting. In house journalists are used to deliver a significant percentage of these courses.

### **Rio Tinto**

Cash: £22,800,000

Time: £800,000

Gifts: £900,000

Management Costs: £6,000,000

**Total Reported Investments: £30,500,000**

**2.8% of pre-tax profits**

Birdlife International partnership - development of conservation projects

Earthwatch partnership

- Employee awareness
- Cross cultural training
- Capacity building



## Royal Sun Alliance

Cash: £1.107,047

Time: £327,024

Gifts: £66,313

Management Costs: £350,000

**Total Reported Investments: £27,473,788**

**1.90% of pre-tax profits**

Panathlon Challenge. - gives schools the opportunity to compete in nine different sporting events: badminton, basketball, chess, cycling, five-a-side football, netball, orienteering, in-door athletics and table tennis. The aims and objectives of the scheme are to:

- ✓ raise awareness in staff and pupils of the education and social benefits of a competitive approach to a range of sports
- ✓ promote a culture of team participation
- ✓ provide a real opportunity for any school to compete regardless of facilities, environment or academic level.

Each school that competes in the competition receives funding for coaching and equipment. Events are organised against other schools. Competitors receive medals and certificates and winners receive the R&SA Panathlon Challenge Trophy.

*Inputs* - £225,000 p.a. (Over £1m since 1997)

*Outputs:*

*Leverage* – Donations of £150,000 from Sport England and £10,000 from Sportsmatch.

*Community Benefits* - 82 schools, including 18 special schools, with a total of approximately 25,000 children involved.

Anecdotal feedback suggests that academic performance of the children involved improved and although it is difficult to make a direct correlation, 65% of participating schools improved their A-C GCSE pass rate in 2001.

62 schools reported an increase in sports clubs due to Panathlon.

In addition, Sport England Monitoring reported the following additional benefits -

- 86% more pupils involved in competitive sport
- 75% increase in school's morale
- 86% improved range of sports in schools
- 75% additional coaching opportunities
- 88% increased enjoyment of sport
- 97% increased sense of achievement'

*Business Benefits* - A mix of national press (Independent on Sunday) and about 25 local press reports. At the Sportsmatch Best Schools Event 2001, positive comments were received from the Minister of Sport. Branding via 25,000 young people receiving certificates, medals and T shirts.

British Red Cross – Charity of the Year Fundraising Campaign -charity of the year fundraising campaign to involve all R&SA employees across the UK to support the UK work of the British Red Cross and to encourage cross functional/departmental teamworking.

*Inputs* - £65k for matchfunding and marketing.

#### Outputs

*Leverage* – Staff raised a total of £163,440 (including £50k matchfunding) to support a range of UK based Red Cross projects.

#### Benefits to the Community:

The funds generated have been specifically directed to support the vulnerable and those facing crisis within local communities in the UK. There has been particular attention paid to making a difference to peoples' lives within communities in which R&SA employees live and work.

In total R&SA has supported 20 local BRC projects in UK.

Specifically R&SA has supported two distinct areas of work:

1. Support for people facing crisis as a result of personal or large scale emergencies. This has been achieved through funding for emergency response vehicles and life saving equipment such as defibrillators. This is enabling BRC to save lives as well as provide safer communities for the general public.
2. Support for vulnerable young people aged 13 to 25, either disadvantaged, disaffected, at risk, underachievers, disabled, or from ethnic minority communities. BRC projects include local befriending projects as well as support for the Youth Achievement Awards, which recognise young people's skills and achievements.

The funds raised have been able to:

- Provide support to 1,550 families in need over a period of 12 months through the fire victim support service.
- Train over 1,000 BRC volunteers with appropriate first aid skills
- Provide first aid cover (through provision of defibrillators, stretchers and first aid equipment) at approximately 500 local events thereby creating a safer community for all. The estimated number of total attendees at these events reaches 500,000.
- Reach 2,500 young people living in deprived communities through a BRC befriending and advisory scheme.

In addition to the above, further funds were raised through the Big Red Box scheme, international funding and company donation support. This funding has also had a significant impact upon the community in this country and overseas.

#### *Benefits to the Business:*

##### *Staff involvement*

Apart from getting involved in moral boosting fundraising activity, R&SA staff have also got involved in other areas including volunteering.

Graduate trainees undertook structured volunteering projects as part of their personal development programme.

## Royal Bank of Scotland

Cash: £21,044,489

Time: £581,534

Gifts: £66,313

Management Costs: £350,000

**Total Reported Investments: £27,473,788**

**0.64% of pre-tax profits**

The Royal Bank of Scotland Group has placed payroll giving right at the core of its charitable giving strategy. Under our unique 'double match' Give as You Earn scheme we donate £2 for every £1 given by staff, to match individual staff donations of up to £100 each month. We now have 11,000 donors from across the Royal Bank Group (incl. NatWest, Direct Line and Ulster Bank) from a UK base of 88,000 employees. In 2001, our staff gave over £1.4m to their favourite charities and good causes, both local and national, and this was matched by over £2.5m from the Group. In this way, as well as supporting the causes that are important to our staff, we can be sure that our financial support for charities and local communities has a genuine UK-wide reach.

The Prince's Trust - The Royal Bank of Scotland Group is providing £3.7 million support package to the Prince's Trust, the UK's leading youth charity, which will help thousands of 14 to 25 year olds move into independent living, training and jobs. The bank is also providing the Trust with a £6 million loan to support its long-term investment in small business start ups.

This support will help to fund some of the Prince's Trust core activities, but in particular will be focused around the following key areas.

Route 14/25 - is a new initiative, which will position the Trust as a one-stop shop for all young people. It will broaden The Trust's existing programmes by focusing on the individual needs of every young person who comes to The Trust for support. It will involve close liaison between the Trust and other service providers, so that precisely the right selection of options - be it in education, training, business support or self-development - is provided for each individual. Each young person will then be tracked by The Trust, through a new state of the art tracking system, as they move through their 'life journey' ensuring that they are making progress and receiving the support they need.

The Business Awards - The Prince's Trust holds its Business Awards annually in all its regions around the UK, following by a National Event in London. The Awards recognise Prince's Trust supported businesses that have achieved success in identified categories. The Royal Bank is sponsoring the Awards and the production of The Business publication providing invaluable advice to young PT businesses across the UK.

Staff Involvement - more than a financial support our staff are actively getting behind and supporting the Prince's Trust. More than 300 staff currently volunteer their time in a variety of different volunteering and young staff are taking the development opportunities offered by The Trust by participating the PT Volunteers programme.

## **J Sainsbury**

Cash: £4,800,000

Time: nil

Gifts: £6,000,000

Management Costs: £200,000

**Total Reported Investments: £11,000,000**

**1.92% of pre-tax profits**

Fareshare -through our partnership with Crisis, over 7000 people benefit from nutritious food at homeless projects in the UK. Over 230 volunteers and 20 trainee placements have worked on homeless projects, as well as HIV support, elderly care, youth groups and community farms. Leverage includes building links to new corporate partners. Sainsbury's stores also work with the Salvation Army on a food donation scheme.

Free fruit to Schools -Sainsbury's Free Fruit to Schools scheme for children aged 7-11 years has reached over 40 primary schools in London and the West Midlands. This successful initiative is being extended to a further 100 schools in the North West from September 02. Over 1000 children have received a week's supply of different varieties of fruit each term to use within the curriculum to promote healthy eating and the government's 5 a day guidelines. The initiative is supported nationally by Fruitastic store tours which inform children about the origins of fruit and the importance of healthy eating.,

## **St Lukes's Communication**

Cash: £13,38

Time: nil

Gifts: £9,250

Management Costs: £13,608

**Total Reported Investments: £36,296**

**1.57% of pre-tax profits**

Strategy - In the year 2001 we put into place our Total Role in Society strategy. At the core of this is the creation of a new internal currency called Social Shares which enables St Luke's to manage and measure our social and environmental investment. As an employee owned company all co-owners have financial shares in the company. Social Shares benefit the prosperity of the world in which we operate whereas our financial shares benefit the prosperity of our company.

There are 3 types of Social Shares

- Financial Social Shares are shares which we have put into the St Luke's Foundation, which will fund our social programmes
- Environmental Social Shares are funds from the St Luke's Foundation to support our environmental programmes
- Time Social Shares are a currency of time, which can be used by all co-owner to get involved with social projects and work on issues they are passionate about. Each co-owner is given 50 Time Social Shares each year which is the equivalent to 50 hours a year to

spend on working on issues they are passionate about. Projects range from youth mentoring to creating a communications strategy for an environmental charity

#### St Luke's Scholarship

- The St Luke's Scholarship is the St Luke's Foundation's flagship social project. The scholarship is in partnership with YouthTV enables St Luke's to support young creative talent. The programme is funded through our Financial Social Shares scheme
- Youth Culture Television (YCTV) founded in 1994 is a charitable foundation training disadvantaged young people between the ages of 11-20 in all aspects of media and television production.
- The St Luke's Scholarship will fund one young person to go on the 2 year full time Foundation Degree at Ravensbourne College to further their education in broadcasting, and therefore progress them into a media career
- The scholarship covers the costs of course fees, living expenses, travel and continuous training and support at YCTV
- St Luke's will be part of the selection group with YCTV and Ravensbourne College who will select the young person. As part of the scholarship the young person will be offered work experience and a mentor at St Lukes.

#### St Luke's Mango Grove

- We recognise the environmental impact of our activities in all parts of the business and are committed to exploring ways we can take responsibility for them. Our flagship environmental programme focus on reducing and offsetting our CarbonDioxide (CO2) emissions, as this is one of the main causes of global warming and climate change. The programme is funded through our Environmental Social Shares Scheme.
- We annually conduct a 'carbon footprint' of the company to assess our annual carbon dioxide (CO2) emissions from all the energy travel and waste we produce and offset these emissions through planting trees or supporting projects, which offset emissions. The trees are planted in the St Luke's Mango Grove, which is a reforestation and employment programme in Gudibanda Taluk in Southern India. This makes us a Carbon Neutral company
- As part of our strategy to reduce our emissions our building in London is powered by renewable electricity from wind farms. An extensive recycling scheme is also in place.

### **St James Place**

Cash: £232,000

Time: £39,388

Gifts: £800

Management Costs:nil

**Total Reported Investments: £272,188**

**3.30% of pre-tax profits**

No community programmes reported.

### **Saga Leisure Ltd**

Cash: £553,000

Time: £31,000

Gifts: £5,000

Management Costs:nil

**Total Reported Investments: £589,000**

**2.05% of pre-tax profits**

Saga Group has supported the Metropole Arts Centre, now re-launched and re-branded as the Metropole Galleries, for four years. It has now become the focal point of an initiative to regenerate Folkestone through investment in the arts. Sage supports this by not only funding, but by involvement of the company's chairman on the board of trustees and by the trusteeship of four other senior managers and directors.

Sage Charitable Trust was established to fund initiatives in developing countries to facilitate closer understanding between communities. Sage Group invests in Sage Charitable Trust and Funds. Typical projects include provision of buildings for schools and crèches.

### **ScottishPower**

Cash: £7,552,831

Time: £1,284,355

Gifts: £657,537

Management Costs:nil

**Total Reported Investments: £9,494,723**

**1.7% of pre-tax profits**

PowerPartners - a staff fund raising initiative for five PowerPartner charities in the UK, RNIB, RNID, Age Concern, NCH & WaterAid. £1 million raised during three-year partnership. Leveraged funding of £110,000 for Age Concern's Elder Abuse Programme from Comic Relief and Scottish Executive. Additional £452,054 raised by Southern Water customers and staff for WaterAid. Community Benefits raising money for charitable organisations. Number of major projects launched including Age Concern's Elder Abuse Programme and sensory solutions, an innovative one stop shop for people with sensory impairments in conjunction with RNID and Guide Dogs for the Blind, at The Trafford Centre, Manchester. Business Benefits - allows business to improve its services to extra

needs customers through working closely with partner charities, who have an affinity to its business. The company was awarded a BITC 2001 programme impact endorsement mark for PowerPartners

ScottishPower Learning, focuses on transferring core business skills, knowledge and values into the community and enhancing employability prospects. £2.8million investment in employability during 2000/1. Community Benefits - 578 people supported through New Deal, with 158 gaining jobs with ScottishPower, 150 Skillseeker places offered, 31 Prince's Trust Volunteer programmes delivered, linked with six education zones to raise educational attainment and enhance employability, Open Learning Centres in ScottishPower's offices, including eight new centres opened in the US, with access to community members seeking new job skills. Business Benefits - developing generic employability skills, strengthen the company's role within the local education community, benefit to employees by broadening their experience, high quality training facilities for employees assisting the company to develop a highly educated workforce.

### **Screenprint**

Cash: £8,800

Time: £2,500

Gifts: £600

Management Costs:£750

**Total Reported Investments: £12,650**

**3.60% of pre-tax profits**

Sponsorship of 2 local schools in their applications for art college status and engineering status. Many of the children from these schools visit our factory and some participate in work experience.,

Sponsorship of five local sports teams. All have an association with members of our staff so the arrangements are mutually beneficial to company and community.

### **Scott Bader**

Cash: £44,514

Time: £3,132

Gifts: £10,100

Management Costs:£28,517

**Total Reported Investments: £86,263**

**36.56% of pre-tax profits**

A £150 cheque allocation is given to each employee to allocate to a charity of their own choosing. This is a very personal thing - a whole range of charitable organisations benefit. - normally people choose something close to their own hearts

### Severn Trent plc

Cash: £956,103

Time: £1,461,622

Gifts: £221,098

Management Costs: £331,401

**Total Reported Investments: £2,970,224**

**1.27% of pre-tax profits**

### Shaftesbury plc

Cash: £98,798

Time: £50,240

Gifts: nil

Management Costs: nil

**Total Reported Investments: £149,038**

**1.33% pre-tax profits**

Supports a number of charitable organisations.

### Shire Pharmaceuticals Group

Cash: £624,663

Time: £10,500

Gifts: £70,000

Management Costs: £420,000

**Total Reported Investments: £1,125,163**

**1.4% of pre-tax profits**

Dementia Link - programme of education for nurses and doctors, in conjunction with the Alzheimer's Society to provide resources and information on the treatment of Alzheimers Disease, caring for patients and support for carers

The key leverage is establishment of awareness of Shire's jointly marketed product, Reminyl in conjunction with J&J. However, all activity is undertaken within the remit of the code of the ABPI and the focus is on supporting and education rather than promoting which is inappropriate in the healthcare market in the UK.

Shire's link with BITC has spurred the involvement of head office employees in the reader volunteer scheme and a local Basingstoke school receives voluntary support from Shire employees every week during term time. This educational theme is further expanded with the involvement of the company's CEO and head of corporate communications in the partners in leadership mentoring scheme which spreads Shire's influence to two additional local primary schools.



### Siemens

Cash: £17,600

Time: £6,700

Gifts: £1,000

Management Costs:nil

**Total Reported Investments: £25,300**

**0.24% of pre-tax profits**

Participation in the adopt a school programme at our Nottingham site. The school concerned has improved its GCSE pass rates for four years in a row.

Participation in the Young Enterprise company scheme supporting two teams on an annual basis

### Simmons & Simmons

Cash: £28,647

Time: £898,609

Gifts: £500

Management Costs:£77,630

**Total Reported Investments: £1,005,386**

**4.55% of pre-tax profits**

Battersea Legal Advice Centre 'BLAC'

Since 1990, Simmons & Simmons has been attending an evening advice clinic at BLAC, offering free legal advice to the local community. Volunteers have provided advice to several thousand people who would not otherwise be able to afford a solicitor. The volunteers have also benefited from the experience they gain from interviewing the clients.

Mentoring. -Over the past two years, Simmons & Simmons have built up its mentoring schemes and we now mentor with two primary schools, one senior school, one college and one university. Mentors are recruited from across the firm and this gives non-legal staff the chance to participate in community work. The schools are very pleased with the progress of the schemes and the primary schools improved last year. The aim of the primary school schemes is to provide children with an opportunity experience the joy and benefits of reading and the mentors enjoy the opportunity of helping the children.

### Six Continents

Cash: £908,527

Time: nil

Gifts: £602,552

Management Costs:£24,217

**Total Reported Investments: £1,535,296**

**0.22% of pre-tax profits**

UNICEF '100%' Campaign (International) For details please see page 9 of Six Continents Report via [www.unicef.org.uk/sixcontinents](http://www.unicef.org.uk/sixcontinents)

Victim Support Campaign (National), similarly see page 9 of report.

### **Slough Estates**

Cash: £287,000

Time: nil

Gifts: £325,211

Management Costs: £53,000

**Total Reported Investments: £665,211**

**0.75% of pre-tax profits**

Slough Activate Project - provides an out of school learning base offering NVQ work related/accredited curriculum as an alternative to a young persons final year in school; these young people are uniquely to remain in school in their last year. The project is jointly funded by SBC, Business and the Community. Slough Estates are one of the principal backers. The company's financial contribution is important to the projects success.

Arbor Vale and Wexham School Sports College. Slough Estates were one of major business sponsors of the Arbor Vale and Wexham Schools' successive application for Specialist Sports College status. The bid was part of the Slough Education Action Zone Initiative as one of the two major sponsors the company's contribution was vital.

### **Smith & Nephew**

Cash: £423,015

Time: £76,440

Gifts: £182,500

Management Costs: nil

**Total Reported Investments: £681,955**

**3.3% of pre-tax profits**

Smith & Nephew Wound Management support a number of major education initiatives in UK which are aimed at improving various aspects of education and have a measurable impact.

The Children's University project is an out of hours literacy programme for ages 7-11 in which around 50 Smith & Nephew employee participate as mentors. These employees are given time off to provide a 1:1 literacy training with a child between 3.30 and 5.30. Figures indicate a 14% improvement in literacy in Hull compared with 11% nationally.

Education Action Zone is a government-funded initiative in which effort is put into raising education standards in a specific area. In Hull this is centred around a large housing estate. Smith & Science Programmes is a project aimed at improving the provision of science in local schools and Smith & Nephew are contributing to identification and provision of knowledge and opportunities for science based activities that support the schools curriculum.

The Smith & Nephew Group Research Centre in York works closely with a cross section of local primary, secondary and further education providers to promote science and science activities. Volunteers from GRC are allocated to a school on a long-term basis and plan and lead lessons on projects directly related to National Curriculum requirements. Employees are given time during work hours and a budget to cover materials.

A key aim is to improve awareness, interest and enthusiasm for science in children and adolescents, and demonstrate the relevance of what is learned in school to the world of work. Planning, communication and presentation skills of employees are enhanced through working in the schools and volunteers are also given the opportunity to gain accreditation for their work.

A Smith & Nephew Science Challenge has been set up involving six local primary schools. During the course of the 2001 Autumn Term, children from the schools will work on different scientific investigations over a six-week period. The six investigations are based on the schools' current national curriculum planning and focus on Key Stage 2 activities in Science. They also have cross curricular links to other national curriculum subjects including English, Mathematics, PHSE and Citizenship, and Information & Communication Technology (ICT). All challenges involve areas of scientific activity that are undertaken by the Group Research Centre.

THE SMITH & NEPHEW FOUNDATION is an independently administered charitable trust funded entirely by Smith & Nephew plc.

The Foundation offers awards to individuals in the medical and nursing professions who wish to undertake postgraduate research with the objective of improving clinical practice in medicine, surgery, nursing and midwifery in the United Kingdom. It awards £400,000 every year, and is unique in being the largest single charitable awarding body to the nursing professions in the UK.

With its roots in a family trust created in 1939, the Foundation was established in its present form in 1974 and is continually responsive to the changing research and educational needs of doctors and nurses within the UK healthcare system.

More than 1,000 doctors and nurses have been given funding to enable them to further their professional training and education, so improving their clinical practice, medical knowledge and patient outcomes.

Three Medical Research Fellowships, one Post doctoral Nursing Research Fellowship, four Smith & Nephew Foundation Nursing Research Fellowships and six Nursing Research Scholarships have been awarded in 2001.

### **Sony**

Cash: £158,000

Time: £7,300

Gifts: £2,000

Management Costs:£22,500

**Total Reported Investments: £189,800**

**1.01% of pre-tax profits**

No community programmes reported.

### **Southern Investment Group plc**

Cash: £150

Time: nil

Gifts: nil

Management Costs:nil

**Total Reported Investments: £150**

**1.24% of pre-tax profits**

No community programmes reported

### **Tate & Lyle**

Cash: £1,055,790

Time: £12,750

Gifts: £61,670

Management Costs:£75,000

**Total Reported Investments: £1,205,210**

**1.07% of pre-tax profits**

### Shining Through Awards

Principle sponsor of Newham's Shining through awards for the third successive year.

Education is at the heart of Newham's transformation in recent years and these high-profile awards, which are open to all schools children in the Borough, recognise achievement in all its forms, academic, sporting, citizenship, creativity, overcoming adversity.

### Junior Citizens Scheme.

This child safety awareness programme, run by the Metropolitan Police, is supported by Tate & Lyle and hosted on our premises for the second successive year. Approaching 1,500 local primary school children spend a half- day going through a number of scenarios in a highly interactive, fun and very memorable way.

The individual scenarios are run by the various emergency services and other agencies. They take the youngsters through the risks and dangers associated with electricity, water, gas, fire, rail drugs and strangers etc.

## **Tesco**

Cash: £8,725,285

Time: £2,302,300

Gifts: £120,949e

Management Costs:£1,377,110

**Total Reported Investments: £12,525,644**

**1.07% of pre-tax profits**

Tesco Charity of the Year 2001 -Alzheimer's Disease Society and Alzheimer Scotland – Action on Dementia to be the joint Tesco Charities of the Year for 2001. Our overall target was to raise £1.5m during the year although to date the total amount is yet to be finalised, it is predicted to be around £2.25m.

Charity of the Year is primarily a focus for staff fundraising. To support and encourage our employees, the Tesco Charity Trust adds a 20% top-up to the money raised by staff. This is the principal input from Tesco and, together with communications costs, totalled some £375,000.

Suppliers and customers are involved through fundraising events, cause related marketing opportunities, and pin badge sales. The Alzheimer's charities also benefit from increased awareness through the joint logo printed on carrier bags, information packs for staff, and leaflets in stores.

Tesco pharmacies and the Alzheimer's Charities teamed up to hold an Alzheimer's awareness raising campaign in 210 in-store pharmacies in November 2001. During the two week awareness period, customers were able to take away specially designed information packs containing a guide for carers, details of the helplines and copies of newsletters, etc. Local Alzheimer's branch representatives were also involved, giving advice to Tesco customers and training for Tesco pharmacists.

The Alzheimer's charities gave Tesco staff a choice of where their staff fundraising monies should be allocated:

- Local Alzheimer branches
- National helplines in London and Edinburgh
- Local Carers nationwide projects such as respite holidays, information, befriending.
- Research

The partnership has a strong impact on local communities since to date 77% of the donations have been allocated to local Alzheimer branches.

Tesco Computers For Schools - scheme enables local schools to claim the latest ICT equipment, providing pupils with invaluable computer skills.

In 2001 we celebrated a decade of Computers for Schools – the longest running schools' promotion. Since the start of the scheme Tesco has given away over £70 million worth of ICT equipment to over 22,000 schools across the country.

2001 was an extremely successful year, in which over 4,000 computers and 66,000 other items of computer related equipment were given to schools. The cost to Tesco of donating the computer equipment to schools and managing the scheme was £6,061,676.

Our customers like the scheme and redemption levels for Computers for Schools vouchers running in excess of 68%. Over 1,500 new schools signed up to the scheme last year, bringing the total number of schools registered to over 60% of the UK schools.

### **Thames Water**

Cash: £1,490,000

Time: £150,000

Gifts: £20,000

Management Costs: £414,000

**Total Reported Investments: £2,074,000**

**0.63% of pre-tax profits**

Water Counts

GiveWater

### **TNT**

Cash: £203,000

Time: £40,000

Gifts: £110,000

Management Costs: £68,000

**Total Reported Investments: £421,000**

**1.0% of pre-tax profits**

The Wooden Spoon Society. TNT Express is a major supporter of the Wooden Spoon Society the official charity of the British Rugby Union which funds projects for disadvantaged children and young people. TNT staff at locations across the country actively encourage the involvement of their customers and suppliers in a variety of fundraising initiatives for the charity.

The company has extensively promoted its partnership with the Wooden Spoon Society within its direct marketing, pledging £1 the first time a new customer uses its services and by providing an information and membership application channel to the charity via direct mail and website links

The five year relationship has benefited the charity with significant cash donations and in kind support which at the same time provides TNT with further improved teamwork amongst its staff, strengthening customer and supplier loyalty. The active promotion of the partnership by both organisations has generated mutually beneficial publicity which has enhanced TNT's good corporate citizenship amongst business and local communities

In Kind Direct UK -in just three years TNT has helped In Kind Direct UK, a clearing house for surplus or slightly imperfect goods, to distribute more than £20m of goods to over 2,200 charities. This represents 1700 lorry loads or 170,000 metres cubed of products which would otherwise have become landfill.

This partnership where TNT provides 98% of the warehousing and distribution functions for In Kind Direct UK at a considerably reduced rate, enables TNT to make a positive impact

on society by integrating the charity into its transport and logistics and business and benefits. This initiative receives the full leadership support of Alan Jones Group MD Express TNT Post Group, who is Chairman of this charity.

Through the partnership TNT has further enhanced its corporate reputation to engage staff, customers and suppliers; and has successfully gained new business from a number of the 475 donor companies, whilst making a substantial contribution to the work of the charity. Pro-active placement of publicity has further enhanced TNT's good corporate citizenship amongst business and local communities.

### **Tyne Tees Television**

Cash: £24,643

Time: £25,734

Gifts: £644,020

Management Costs: £10,085

**Total Reported Investments: £704,482**

**1.7% of pre-tax profits**

As part of our commitment to the ITV Year of Promise we decided to launch a project to support the Government's National Numeracy Strategy

A group of 23 staff volunteers came forward and before going into the five designated primate schools, they each received a day[s training from BITC and the University of Newcastle. Since February 2000 our staff have been working with local schoolchildren, using various games and number puzzles to help improve their numeracy skills.

In the Autumn of 2000 each of the schools involved were presented with a Treasure Chest of number based materials, games and puzzles. In addition to funding from One northeast a number of our staff donated the final hour of their 1999 salaries to the purchase of items for the Treasure Chests

Following our example, a number of companies throughout the region have become involved and will be sending their staff into schools.

A campaign dedicated to adult education run by Tyne Tees Television and the Department for Education and Skills. It is a ground breaking example of a partnership between Government and broadcaster which is aimed both at improving the lives and also the quality of the workforce within the North East region.

Within our regional news magazine programme North East Tonight we featured 12 strand items on a particular theme within a general heading of Adult education. These could range from re-skilling after redundancy learning for the disabled literacy skills courses for people already employed etc. The strands were followed up with a half hour programme in March and another half hour will be broadcast in the New Year.

It was backed up with the production of a booklet, which was available on request and it was also distributed at a stand in the Metro Centre Shopping Mall. The booklet contained relevant information on each subject covered and had a useful directory of contact number and addresses. There was also a web-site which has had thousands of hits. This year we are following it up with a series of taster sessions at local college for things like computer literacy

We are delighted that Tyne Tees Television has been featured as one of the five case studies in a DfES guide 'A safe place to learn'. A guide to good practice in broadcasting for lifelong learning.

### **TXU Europe**

Cash: £177,374

Time: £20,402

Gifts: £10,366

Management Costs:£990,163

**Total Reported Investments: £1,198,305**

**Percentage not reported**

### **Ulster Carpets**

Cash: £42,000

Time: £30,000

Gifts: £40,000

Management Costs:£1,000

**Total Reported Investments: £113,000**

**5.85% of pre-tax profits**

### Time to Read

An employee is going to Durban (Habitat for Humanity)

### **Unilever UK**

Cash: £8,826,854

Time: £251,902

Gifts: £256,674

Management Costs:£323,580

**Total Reported Investments: £9,659,010**

**3.4% of pre-tax profits**

### School Leadership

Flora London Marathon



### **United Co-op**

Cash: £1,198,000

Time: £10,000

Gifts: nil

Management Costs:£50,000

**Total Reported Investments: £1,258,000**

**10.34% of pre-tax profits**

United Co-op operates its own grant making charity, The Co-op Foundation, which award grants to local community based groups/organisations and individuals. The Foundation has three grant giving programmes, the Opportunity Support programme, the Community Support programme and the Lifelong Learning programme. The Foundation awards grant not only to registered charities but also to small local groups. In the period June 2001 to June 2002, its financial year. The Foundation awarded 56 grants totalling £182,000 to local community groups and individuals for a range of projects including, IT homelessness, sport, the Arts, Scouting, Pensioners, Ethnic, Minority groups and medical needs.

United Co-op operated a Sports for Schools CRM initiative which distributed £108,000 worth of sports equipment to schools in the local community. The programme attracted supported from well-known sports personalities including Daley Thompson and Kevin Keegan.

### **Unity Trust Bank**

Cash: £37,362

Time: £1,700

Gifts: £10,845

Management Costs:£520

**Total Reported Investments: £50,427**

**Percentage not reported**

### Daycare Trust - National Childcare Week 20-27 May 2001

The theme of the week was 'childcare voices childcare choices and highlighted the importance of listening to children and parents as childcare services expand.

Unity sponsored a postcard campaign for the week, by which individuals could pledge their issues and concerns to their local council or the House of Commons

### South Bank University

For over 5 years, Unity has been sponsoring Charity Management courses at South Bank University. The courses are designed to introduce the specialist aspects of Charity Finance and demonstrate how their effective practical application can improve charity efficiency.

Those that have benefited from the courses are generalist financial administrators of smaller charities, accounting staff of larger charities and trustees, for example Honorary Treasurers

## **Unum Limited**

Cash: £324,297

Time: £60,940

Gifts: £2,000

Management Costs: £47,390

**Total Reported Investments: £434,627**

**2.98% of pre-tax profits**

Launched in 2000, Cares in Surrey by BITC's National Cares Leadership Team, of which Lawrence Churchill, Unum's Chairman and Managing Director is a member. The company's support for Cares in Surrey in 2001 has included providing an office base for its manager, seconded by Barclays Bank. Chaired by Lawrence Churchill, supporters now include Fidelity Investments, Barclays Bank, Haliburton KBR, Cap Gemini, KPMG, Kuoni, BUPA, Surrey Country Council, Surrey Care Trust and Surrey Voluntary Service Council. Cares in Surrey co-ordinated volunteer challenge days and offered "Secret Santa" and a calendar of volunteering opportunities.

Many Unum people are active volunteers in their own time and we have a policy of allowing 2 days paid volunteering per staff member and during 2001, we contributed 629 days effort plus that of friends and families who joined us. 109 projects were tackled with 65 partner organisations, many of which were undertaken through Cares in Surrey on Challenge days in June and October.

Focusing on work with organisations for disabled people, Unum people participated in a variety of gardening and decorating projects as well as shopping trips with people with learning disabilities and a children's Christmas party at Well's House, a home of Surrey County Council's Children's Service.

Questionnaires to partner organisations and team leaders provided valuable feedback and confirmed the benefits to Unum in bringing together teams, particularly of colleagues new to the company.

In September around 60 staff, with HSBC, friends and family making a Unum team of 120 took part in Le JO'G relay run from John O'Groats to Land's End. Sponsored by Unum the event raised over £100,000 for CLIC, the charity for children with leukaemia. Teams included Accenture, PricewaterhouseCoopers and the arm

## **United Utilities**

Cash: £1,804,062

Time: £140,849

Gifts: £245,745

Management Costs: £647,343

**Total Reported Investments: £2,838,090**

**0.87% of pre-tax profits**

### The Prince's Trust Volunteers – United Utilities Partnership

The Prince's Trust has worked in partnership with United Utilities to tackle social inclusion in the North West for a number of years. The partnership has centered around supporting the 'Adopt' a-team initiative, supporting a number of teams in the North West.

The support The Prince's Trust has received has enabled a number of groups of young people (usually 12 at a time) on a Volunteers programme in all areas of the Region including: St Helens, Warrington, Barrow, Longsight; Oldham; South Ribble to complete a 12 week programme of personal development.

The programme enables young people to succeed through teamwork in the community. The unique 12-week programmes each bring together 10-15 young people of different abilities, circumstances and backgrounds – 80% unemployed, and 20% employed. The programme is available at over 250 locations in England, Scotland, Wales and Northern Ireland, and is delivered by Franchise Partners such as Training Colleges and County Councils. Some 800 courses, for over 10,000 participants, will be delivered in the Year 2000.

Through this programme The Trust is the largest Voluntary Sector deliverer of New Deal in the UK. Typical community projects undertaken by Volunteers include landscaping, renovation of public buildings and spaces, and other urban regeneration initiatives. Below are some of the achievements to date:

- 75% of unemployed participants are in full time work or education or training 12 months after completing the course (1999 BMRB survey)
- Average of £1,000 contributed to the community by each volunteer – total value of work done in 1998 worth more than £7.5 million (1999 CRSP survey)
- Over 2000 young people took part in 2000
- Over 35,000 young people have taken part since programme launch in 1990

The partnership with the Prince's Trust has enabled a number of United Utilities employees to act as team 'mentors' helping share their vocational skills, advice on seeking jobs, health and safety, gaining financial support for their community project and just coaching and encouraging involvement.

For the mentors it helps broaden their leadership skills and experiences working with a variety of young adults from different walks of life. It has proved highly valuable and self-developing.

### UTV

Cash: £40,000

Time: nil

Gifts: £391,000

Management Costs:£49,000

**Total Reported Investments: £480.000**

**3.7% of pre-tax profits**

Community Service Announcements -each day we broadcast least two Community Service Announcements (CSAs) sometimes referred to as 2community commercials". In 2000 CSAs were broadcast on behalf of 30 groups and community projects. UTV held quarterly workshops for these organisations to assist with training in elementary television skills and assisted with filming and production of the commercials. These are transmitted in peak and off peak hours at no cost to the featured charities or voluntary agencies.

A unique aspect of our community support continues to be the free provision to local voluntary, charitable, sporting and enterprise bodies of UTV's studio and presentation facilities. In addition. UTV is pleased to welcome groups of schoolchildren, retirement associations and disabled groups for tours of our studios.

### Visteon Automotive Systems

Cash: £26,750

Time: nil

Gifts: £201,500

Management Costs:£3,033

**Total Reported Investments: £231,283**

**2.1% of pre-tax profits**

No Community programmes reported.

### Viridian

Cash: £210,000

Time: £100,000

Gifts: £600,000

Management Costs:not measured

**Total Reported Investments: £910,000**

**1.30% of pre-tax profits**

Viridian had a very successful 3 year partnership with the Citizen's Advice Bureau NI to promote a training for communities scheme across Northern Ireland. This initiative provided practical advice and information to the public - particularly in rural areas and regions of social need on issues such as debt management, stress counselling and a wide range of general social issues.

A further demonstration of Viridian's commitment to the community of Northern Ireland they have seconded their Community Relations Manager to Business in the Community NI to work with member companies to promote good practice in corporate social responsibility. This has enabled Viridian to share best practice with the other organisations in NI in terms of community involvement strategy and policy and better understand the wide range of programmes and activities which underpin these policies. A major focus of this work has been to encourage NI employers who are recruiting pro-actively target minority groups such as people with disabilities for pre employment training initiatives.

### **Warburtons**

Cash: £130,000

Time: nil

Gifts: nil

Management Costs:£20,000

**Total Reported Investments: £150,000**

**0.75% of pre-tax profits**

Last year the company celebrated its 125<sup>th</sup> anniversary - we gave 125 donations of £125 each to local causes nominated by staff at bakeries

Donation to support Bolton Lads and Girls Club after Schools service as they complete building of a new club in two centre

### **We Research It**

Cash: nil

Time: £846

Gifts: nil

Management Costs:nil

**Total Reported Investments: £846**

**2.0% of pre-tax profits**

Helen Kara, the director of We Research It, sits on the management committee of ADSIS (Alcohol and Drug Services in Staffordshire). She provides DSIS with support around business management and human resource issues. Her involvement provides WRI with the ability to demonstrate that the company supports the voluntary sector which, as many of WRI's clients are from the voluntary sector or work closely with the voluntary sector, is very helpful.

Debs Sambor, senior researcher at WRI, has been selected for ADSIS volunteer support worker training. WRI is supporting this by giving her paid time off to attend the selection day and the 9 day training course. Debs will then give ADSIS 4 hours per week to provide one-to-one support for people with drug and/or alcohol problems. Two hours will be paid by

WRI and 2 hours will be in her own time. Again, Debs' involvement as a employee volunteer shows that WRI truly does support the voluntary sector.

### **West Bromwich Building Society**

Cash: £432,000

Time: £112,000

Gifts: £5,500

Management Costs:£2,000

**Total Reported Investments: £551,500**

**2.30% of pre-tax profits**

One of the Society's major community programmes is supporting local community activities. An example of this is the Christmas 2001 |Sponsored Santa Run Over 500 Santas from all over the world participated in this run through Newtown. The Society contributed £500 including the winners' prizes (both the first male and first female finisher) of £100 each and carried out the administration for the event. Both winners were local people. The event raised £14000 for the local Dial-a-Ride which provides travel assistance for local people who have mobility difficulties and £145000 to the Santas' own chosen charity. The Society's Chief Executive, Andrew Messenger, spoke on the local radio station (Radio Maldwyn) about the event 3 times during the course of the day and the event appeared in the local press.

The Society is the main sponsor of the West Bromwich Albion Football Club's Community Programme which, using the medium of football, response to the educational and recreational needs of children and young people. The programme encompasses an array of imaginative schemes, including partnerships with Sandwell and Birmingham Education Services. Among them is the Sportsmatch Award. Government match funding for Sportsmatch approved projects. The Society has committed £15,000 in year one and a further £15,000 in year two to target matched funding taking the project total to £52,000. This will enable the Albion's Community Programme to implement their Six Towns Plan with a programme encouraging Sandwell's children to learn through football based learning activities. Each of the six towns of Sandwell will be covered (two each term) with additional holiday and evening activities to reward effort by participants. The project also targets disaffected young people, tackling any array of subjects, including drug abuse and antisocial behaviour. A minimum of 6000 children for each year will be able to participate.

### **Whatman**

Cash: £15,000

Time: nil

Gifts: £200

Management Costs:nil

**Total Reported Investments: £15,200**

**Percentage not reported**

No community programmes reported

### **Whitbread**

Cash: £805,574

Time: £40,061

Gifts: £270,833

Management Costs:£813,300

**Total Reported Investments: £1,929,768**

**1.03% of pre-tax profits**

Sports Relief - a new initiative of Comic Relief, Sport Relief is a partnership with the BBC aiming to unite the world of sport to raise money for vulnerable children and young people. Marriott Hotels and David Lloyd Leisure are the official partners for golf and fitness respectively, and throughout the summer of 2003 will be giving guests, members and staff the opportunity to raise funds as well as enjoy their sport.

Whitbread Young Citizens' Awards - the relaunch of the Whitbread Volunteer Action Awards, to recognise and celebrate the achievements of young people in community, environmental and sporting activity, in partnership with The Home Office and the National Centre for Volunteering.

### **WH Smith plc**

Cash: £274,000

Time: £418,060

Gifts: £508,000

Management Costs:£183,250

**Total Reported Investments: £1,383,310**

**1.10% of pre-tax profits**

WH Smith TXT is a major new community investment programme linking over 100 of our bigger stores with over 100 secondary schools across the UK. The key focus of the programme, which is worth £1.5million over a 3 year period, is to help teachers to raise literacy skills amongst 11-14 year olds. This will be achieved through the provision of an annual supply of books, magazines and gift vouchers, and through relationships developed between our stores and the participating schools that will include employee volunteering.

The schools are predominately located in challenging areas, and we have worked with external consultants and the DfES to ensure that our support is effectively targeted. In essence, each year for three years, the project will allow participating schools to choose £3000 worth of specially selected books from an extensive catalogue we produce. This will be supported by £500 worth of magazines, and £500 of WHS Gift Vouchers. All the product is provided to the school free of charge, the aim being to help teachers to improve literacy standards at Key Stage 3 (11-14 year olds) and to help foster a strong, mutually beneficial relationship between the school and the business.

Where participating schools are located in Education Action Zones the value of the our donated product and the time commitment of our staff is being calculated to ever matching government funding.

### **Workspace Group**

Cash: £51,075

Time: £5,095

Gifts: £68,707

Management Costs:nil

**Total Reported Investments: £124,877**

**1.32% of pre-tax profits**

We make a £18K p.a. contribution to the Lower Lea Project through the Stratford Development Partnership. This educational project is open to schools to attend and permits pupils the opportunity to learn about the natural environment.

We sponsor one student each year to attend the National Film and Television School at Three Mills. This underlines our involvement with the film and media sector. Both of these schemes underline our commitment to the AMS as reflected in our AMS Policy, practised by many of the Tenants throughout the Group.

### **Zurich Financial Services**

Cash: £2,679,210

Time: £741,792

Gifts: nil

Management Costs:£707,351

**Total Reported Investments: £4,128,353**

**2.67% of pre-tax profits**

Zurich Cares and the Zurich Advice Network Foundation are the Employee and Financial Adviser Community Involvement Programmes for the circa 18,000 Zurich UK people.

The Dementia Programme is a partnership project aimed at supporting an improvement in services for people with dementia.

More details of our community programmes can be found at [www.zurich.co.uk](http://www.zurich.co.uk)